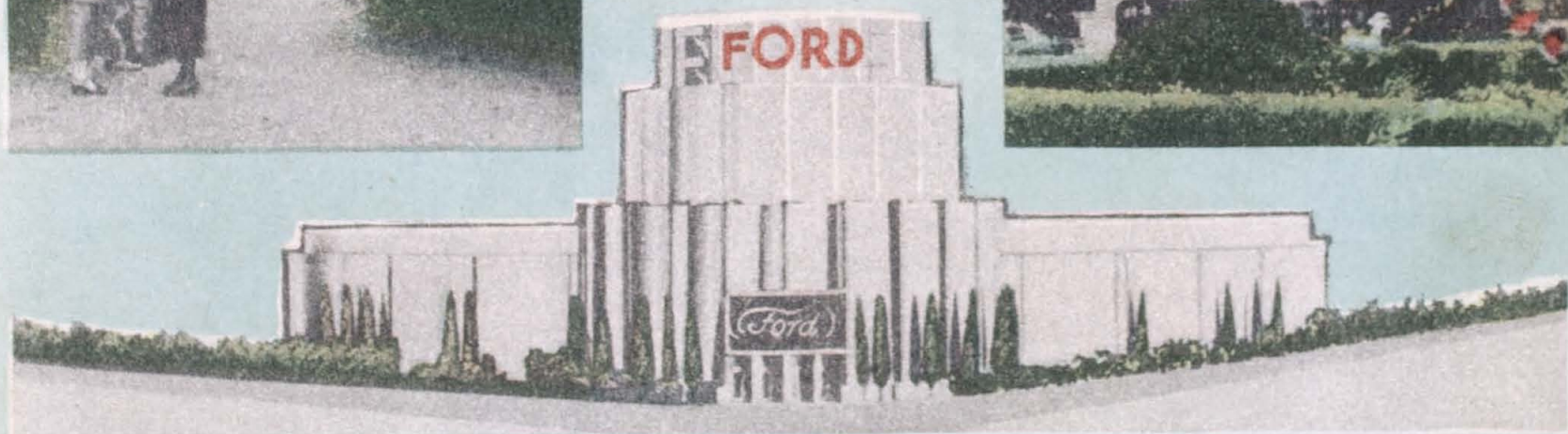
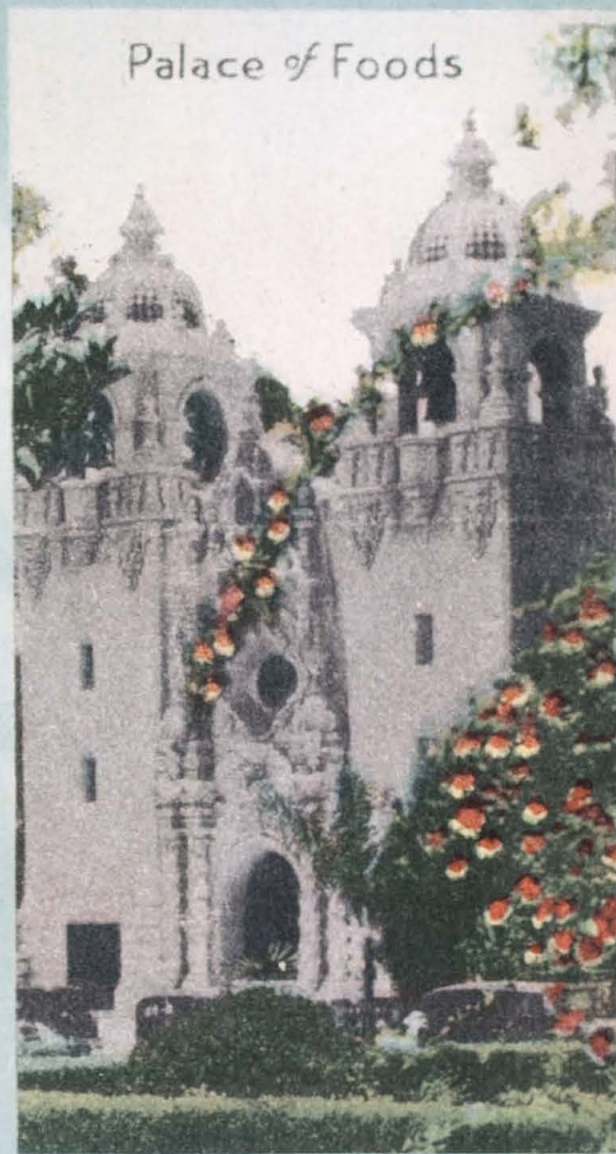
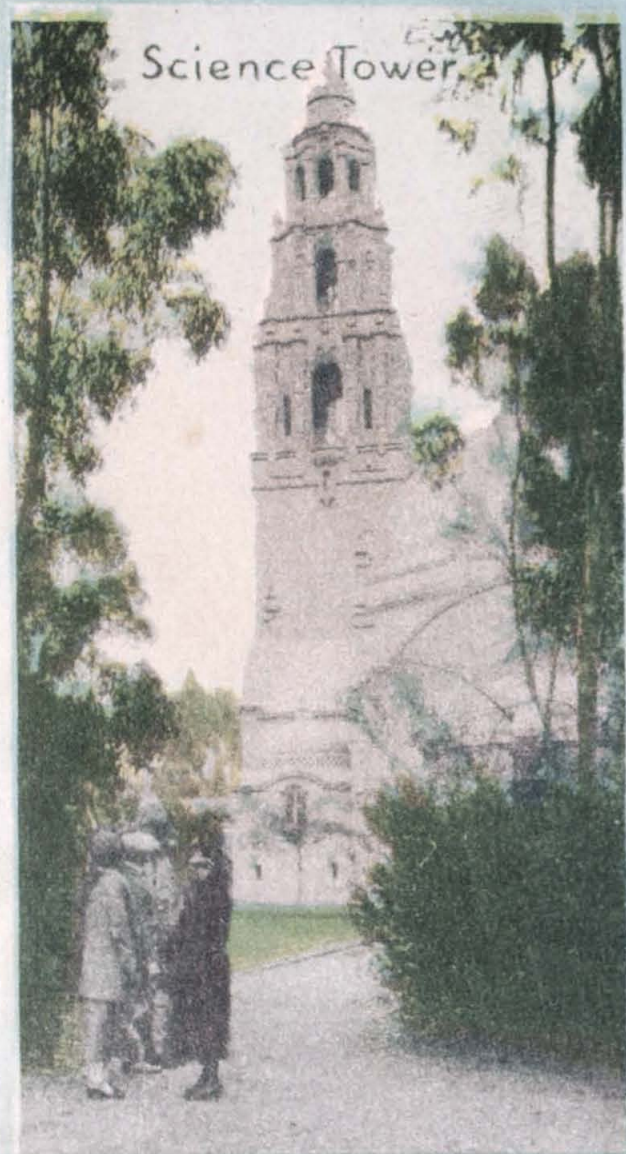
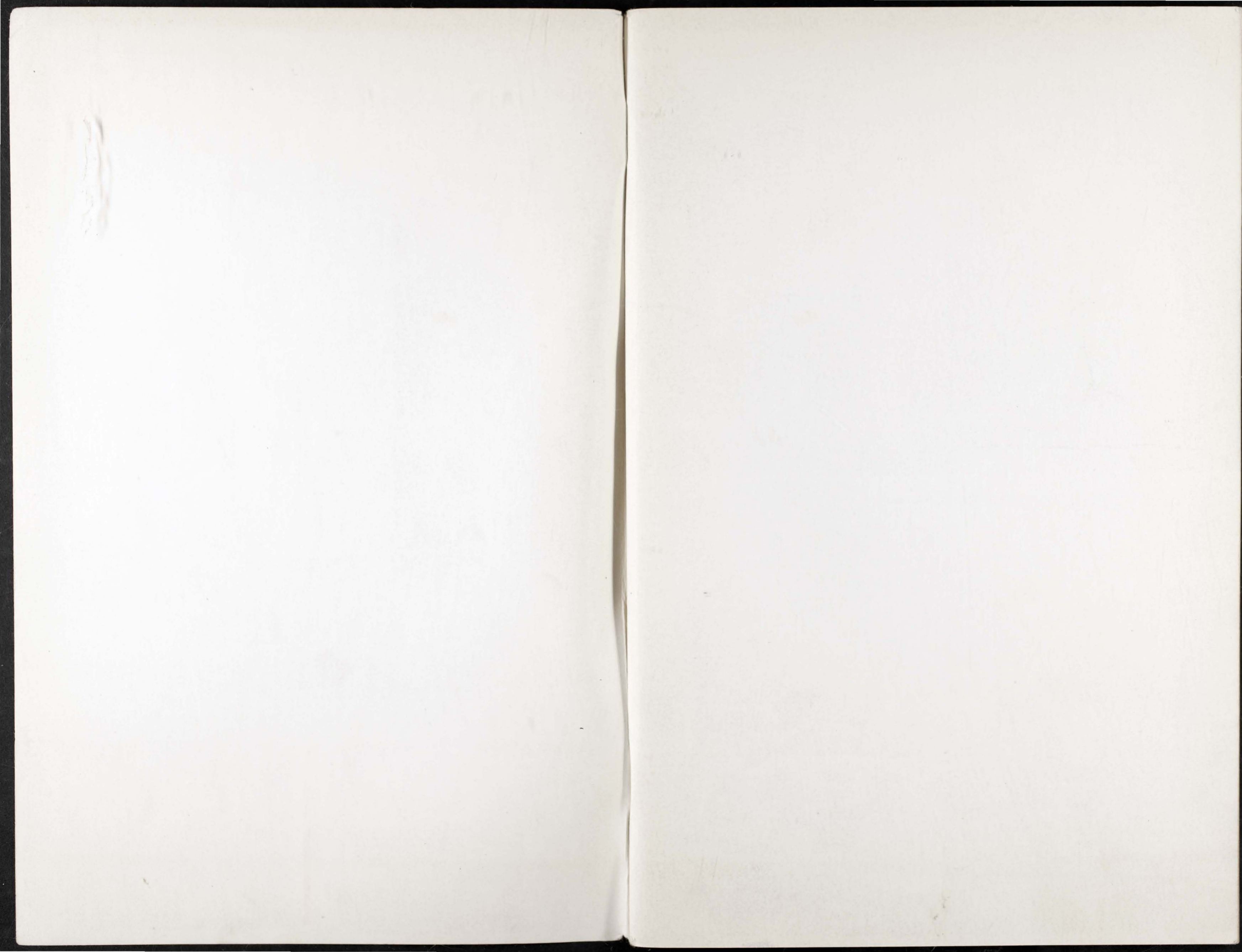


# A DESCRIPTIVE GUIDE SAN DIEGO EXPOSITION





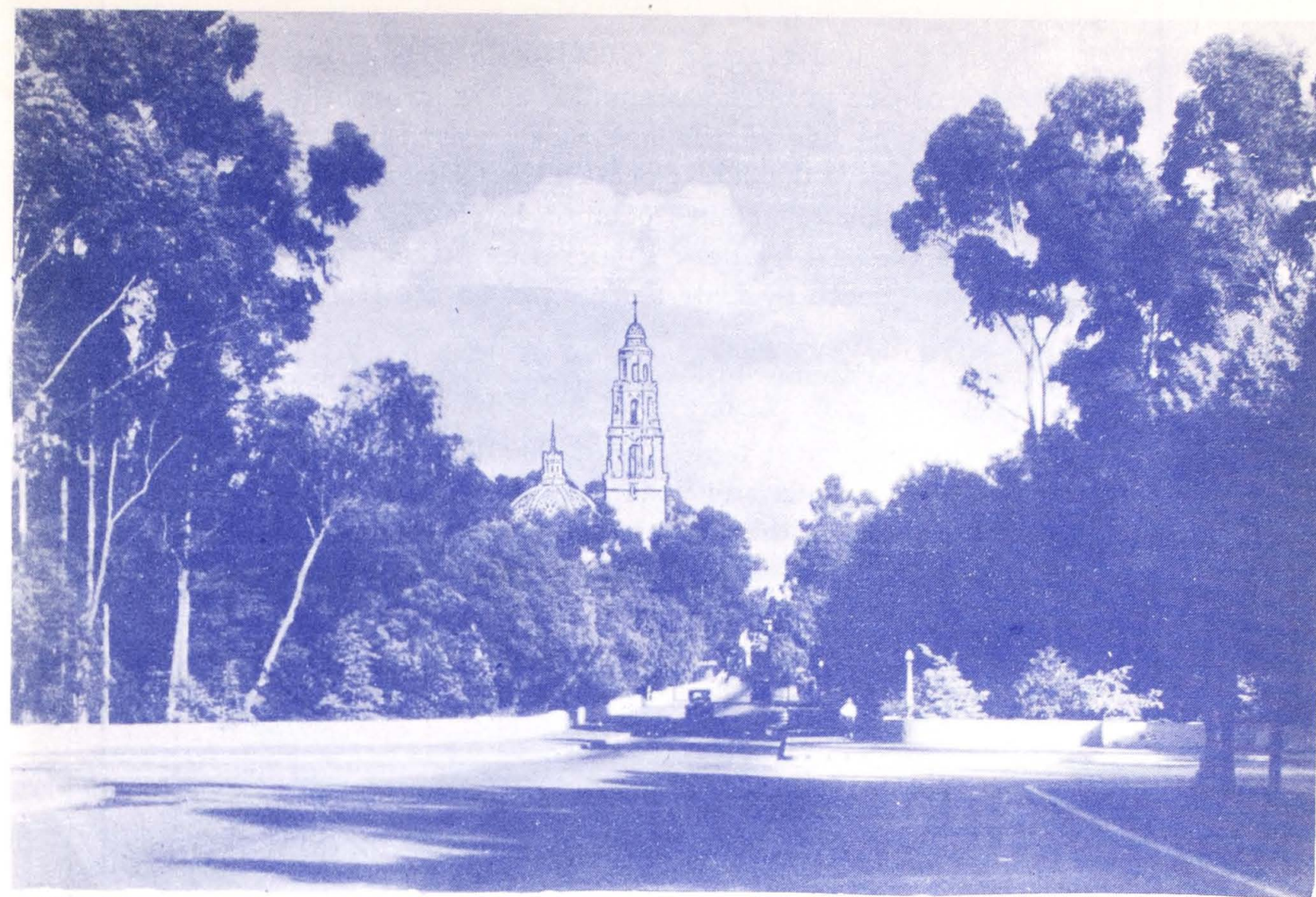




PALACE OF FOODS AND BEVERAGES,



ACROSS LAGOON OF THE FLOWERS TOWARD  
PALACE OF FOODS,



SCIENCE TOWER AND EUCALYPTUS TREES, SAN DIEGO EXPOSITION

CAFE OF WORLD

HOUSE OF HOSPITALITY



AVENUE OF PALACES, SAN DIEGO EXPOSITION



## America's Exposition

The Exposition grounds occupy 300 acres in beautiful Balboa Park, famous as one of the five most beautiful parks in the world. This park is the center-point of San Diego and covers an area of more than 1,400 acres of mesa broken by canadas. It is bounded on the east by Park Boulevard, on the West by Sixth Street, on the South by Date Street, and on the North by Upas Street.

In 1915, the Panama California Exposition was held in this same park.

All of the permanent buildings of that Exposition, which are of Spanish Renaissance and Spanish Colonial design, are utilized as exhibit palaces in this Exposition. Added to these are many new structures, bringing the total number of buildings to more than 100.

The architecture of the Exposition had its origin in Mexico which developed a type of Spanish colonial adapted to the climate and gayety of temperament of Mexico. A wonderful architecture developed in Mexico exemplified in their cathedrals, public buildings and palaces of the great families. This architecture responded to Aztec and Mayan influences in the development of Baroque ornamentation. Aztec and Mextizo artisans were capable of most intricate carvings and were wont to adorn the surfaces of blank walls with spots of luxuriant ornament. Polychrome tile, rich fabrics, the painting and gilding of sculpture characterized their work. This combined Mexican, Aztec and Mayan influence inspired the architecture of the Exposition.

The new buildings of the Exposition are located mainly on the Palisades and include the Palaces of Electricity, Transportation, California State, the Federal Building and the Motion Picture Museum. These buildings are a combination of the two oldest and most typically American schools of architecture, the ancient Mayan and Indian Pueblo. Planes, heavy overhanging cornices and a rounded treatment of all corners are featured throughout. The buildings present a picture of startling simplicity. Vast, unbroken surfaces, absence of detail or angles give a completed picture that is close to the primitive American.

To accomplish color and decoration the architects utilized living plants and flowers. The buildings derive decorative effects through variegated shadings of living plants as they climb or cluster across the plain faces of the structure or trail from cornices and floral troughs beneath the roofs.

Thus the Palace of Electricity takes its color scheme from the compensating greens and lavenders of trailing lantana; the Palace of Transportation features the brilliant yellow and green of the climbing ice plant.

# DESCRIPTIVE GUIDE BOOK

*of the*

## CALIFORNIA-PACIFIC International Exposition

*at*

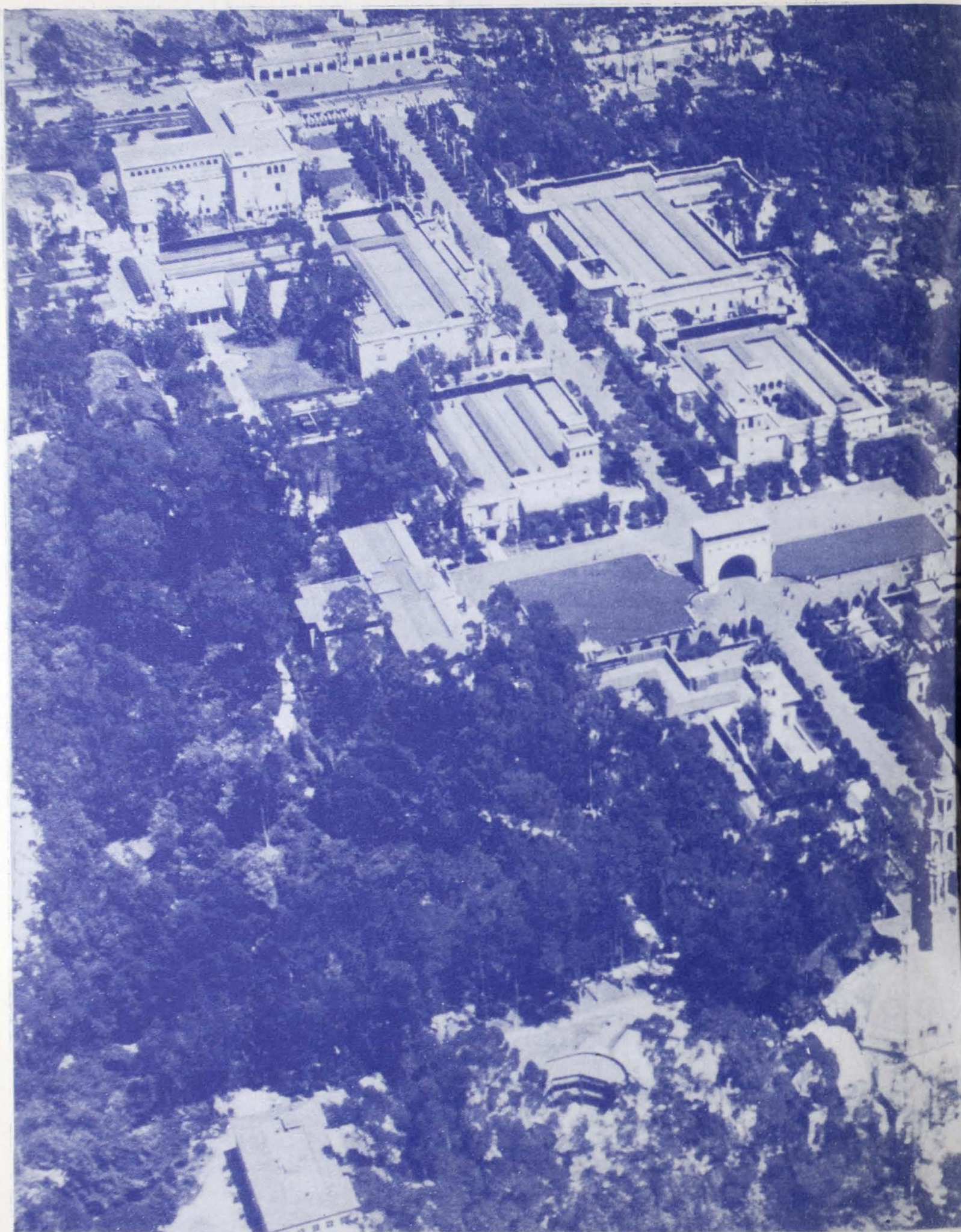
SAN DIEGO  
CALIFORNIA

1935

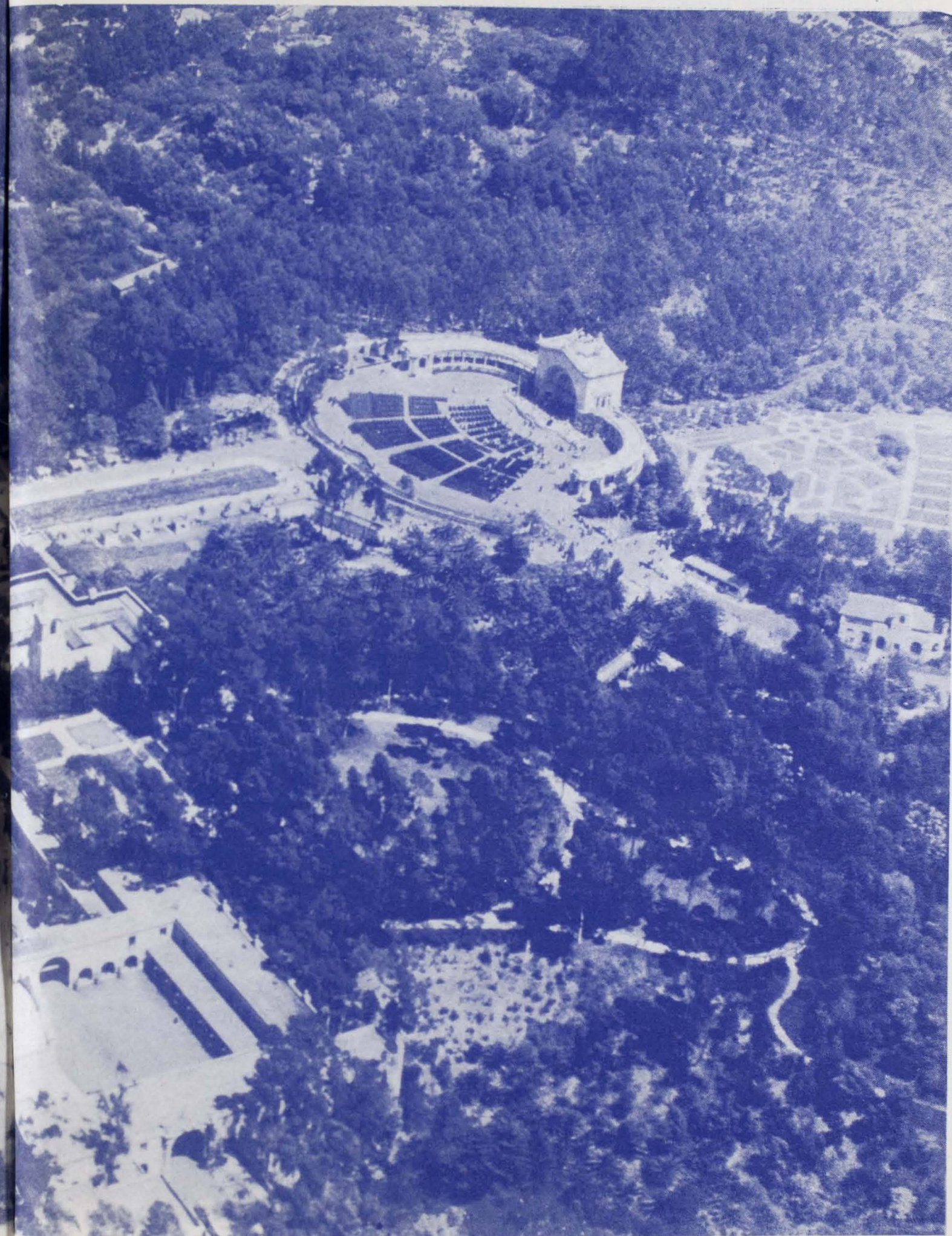


*Published by*  
AMERICAN AUTOCHROME CO  
300 West Grand Avenue  
CHICAGO





AIR VIEW OF AVENUE OF PALACES. SCIENCE TOWER IN FOREGROUND



Copyright by Erickson



## CABRILLO BRIDGE

The western approach to the Exposition grounds is over the Cabrillo Bridge to the arched gateway of Science Tower. Cabrillo Bridge crosses Cabrillo Canyon, one of the arroyos that cut deep gashes into Balboa Park. The bridge with its approaches is 1505 feet long and has a span of 450 feet and a height above Laguna del Puente of 110 feet. In the lagoon are water lilies, rushes, pampas grass and bamboo. Beautiful lawns, trees, shrubs, and luxuriant foliage characterize the park west of the Bridge. Slender Italian cypresses mark the approaches to the bridge and groves of Acacia Bailbyana clothed in spring with aromatic plumes of golden yellow embower the entrance to Science Tower.

## TOWER OF THE SCIENCE OF MAN

The Palace of the Science of Man was the California building at the Exposition of 1915-16 and is considered to be one of the finest examples in the United States of Spanish Colonial architecture. The approach to Science Tower over Cabrillo bridge is compared to the approach to Toledo over the river Tagus. The Tower is the outstanding architectural feature of the Exposition, its warm grey belfry stories rising 200 feet to a tiled dome with a wrought iron weather vane. The tower gleams in glazed and colored tile, its walls of warm grey reflecting the sun.

Science Hall has a facade rich with broken mouldings and crowded with ornaments like the cathedral fronts of old Mexico. The sculpture of the frontispiece is the work of Furio and Piccirillo and composes an historical hall of fame. The rich, exotic Churrugueresque carvings frame figures of the discoverers and founders of San Diego and California and their sponsors. The figures are those of Father Junipero Serra, Cabrillo, Vizcaino, Father Jayme, first martyr of the San Diego mission, Father de la Ascension who accompanied Vizcaino, Vancouver, first English navigator to enter San Diego Bay, Portola, the first Spanish governor, and Charles V and Philip II of Spain. In the design of the frontispiece are incorporated the coats of arms of Spain, Mexico, Portugal and the United States and the conventionalized state seal.

The Hall of Science is in the form of a Greek Cross and suggests a cathedral. The dome is embellished with a rich mosaic of tile in gold, blue, green, yellow, jet black and white. Surmounting the dome is a lantern of rare beauty. In many respects the building suggests the historical cathedral at Oaxaca, Mexico. The late Bertram Goodhue was the architect.

Viewed from the gardens in the rear are seen low domed pavilions in the angles of the transepts and the half dome of the apse covered with colored tile.

St. Francis Chapel is in the Hall of Science and many blushing brides and bridegrooms have been married before the beautiful altar and reredos. Elaborately modeled, gilded and colored, the reredos extends from the crown of the barrel vault of the shallow chancel. A carved statue of Our Lady and Child, brought from Mexico, occupies a place of honor. On the right is a statue of San Diego de Alcalá.

## SAN DIEGO MUSEUM

To the right of the tower is a quadrangle enclosing a court. The western entrance to the Exposition is through an archway in the walls that suggests the gates of a Spanish fortress. This quadrangle was the California building in 1915-16 and now houses the permanent collections of the San Diego Museum.

The main floor of the building is devoted chiefly to Mexican and Central American archaeology. Here are seen replicas of the Mayan monuments, cast from the originals in the thick jungles of Guatemala and Yucatan. These monuments, often weighing several tons, are elaborately carved with hieroglyphics and portraits of important personages and are especially fine examples of the stone-cutting art, as they were made by a people possessing neither steel nor bronze. Among the reproductions of especial note are a model of the palace of Uxmal, Yucatan, and another of the Temple of Sacrifice of Chichen Itza, Yucatan. Here the rites of human sacrifice were performed by the high priests of the Mayas. Here too is a copy of the ancient Aztec calendar stone and the very newest type of calendar produced by a San Francisco firm, the Eternal Calendar Corp., 57 Post St.

Small clay and stone figurines, pottery and other ethnological collections from the same region are also found here. On this main floor are also the habitat groups, life sized models of Indians in various occupations, mining and working copper, quarrying obsidian and stone, making arrowheads.

## Jessop Archery

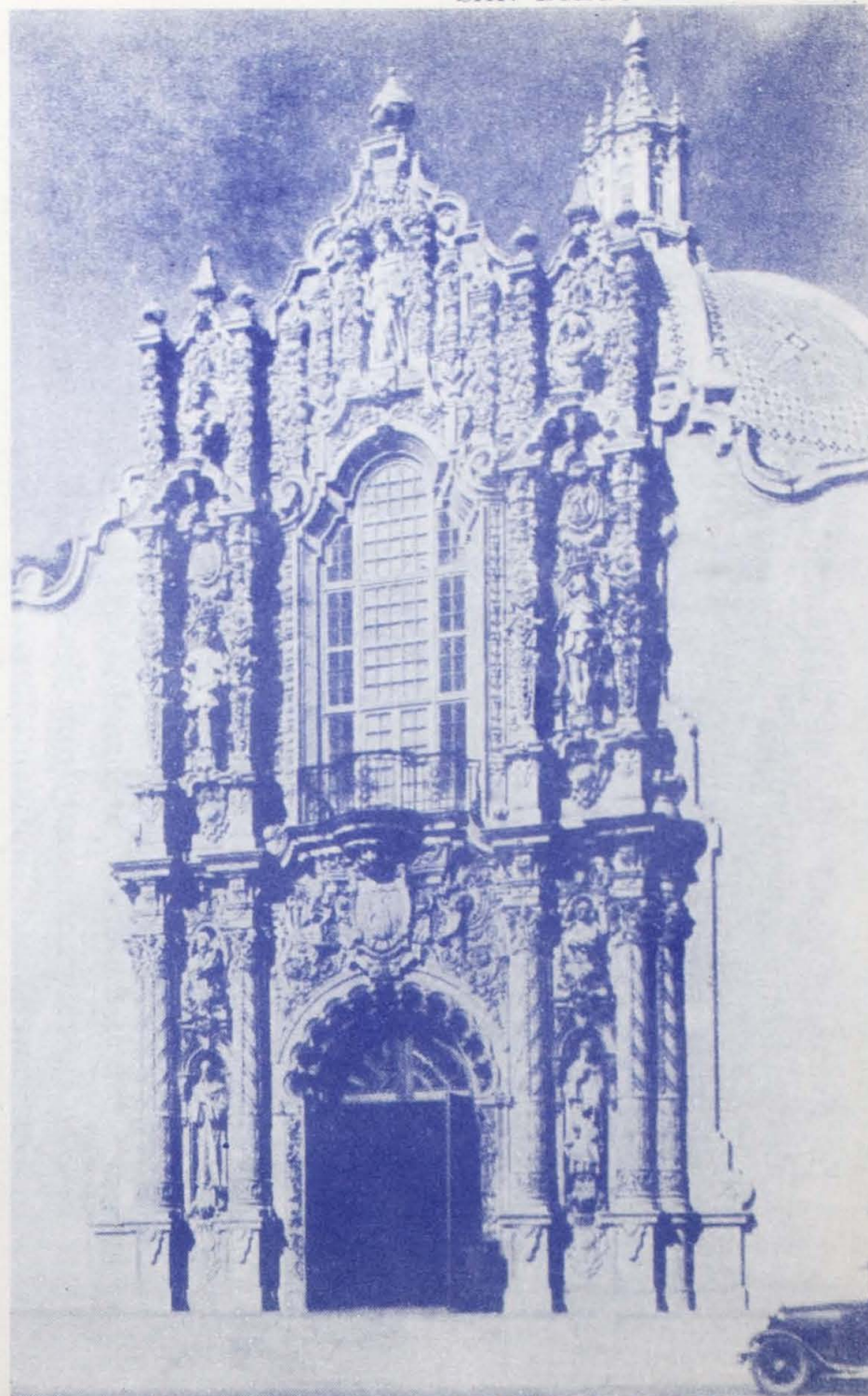
In the upper galleries is the Jessop archery collection, probably the finest of its kind in the world, numbering 5,000 pieces and containing comparative types of bows and arrows and other weapons used in the far corners of the earth.

The collection offers bows, arrows, armor and shields from such widely separated places as China, Burma, Korea, Japan, Guinea, Africa, New Zealand, Australia, Germany and the villages of the American Indian.





TOWER AND DOME OF SCIENCE OF MAN



SCULPTURED FACADE OF SCIENCE OF MAN



AIR VIEW OF PALISADES SECTION



The tiny poisoned darts of the African pygmy tribes contrast the mighty cross bows of German warriors of seven centuries ago.

One of the outstanding weapons in this collection is a bow originated and used by the giant Mongols who were ruled by Ghengis Kahn. Of the reflex type, it requires a pull of 100 pounds and can send an arrow 500 feet, or through a three-inch plank.

The main second floor exhibits are devoted to North America. The balcony shows the Indians of southern California. This collection is the most representative, authoritative and complete one covering this territory and was made possible through the receipt of government grants, in 1929 and 1930. Other second floor exhibits represent Egypt, Greece, Asia and the South Seas.

### MUSEUM OF ANTHROPOLOGY

The southern end of the quadrangle contains the Museum of Anthropology. Here are shown in casts from living subjects the various races of mankind, also the individual development from childhood to old age. The life masks and busts are of male and female American Indian, Eskimo, Mongolian, Maori, Malay, Australian bushman, Negrito, Pygmy and Zulu.

An important section consists of plaster portraits and skeletal casts of extinct prehistoric races of mankind.

#### Peruvian Trephining

The skill of ancient Peruvian surgeons is revealed in an intriguing display of operative surgery, trephining, or removing a piece of bone from the skull. This was performed by these aboriginal surgeons with repeated success.

A comparison between the Peruvian skulls on display here, and the medical records of the Civil war, indicates that the ancient Peruvian surgeons were more successful in trephining than the army surgeons during the Civil war.

Included among the skull exhibits is one with a bandage in position, as left by one of the olden surgeons. The roll is cotton gauze and resembles modern surgical gauze in texture.

More than 60,000 specimens of stone tools are housed in the anthropology wing of the museum, adjacent to the exhibit on the evolution of man.

More than 100 stone tools, some of which are 200,000 years old were recently added to the permanent collections. Included are those of the Cromagnon, Neanderthal, Piltdown and Neolithic species. They were obtained from the Field museum, Chicago.

### SCIENCE HALL

Science Hall on the north side of Avenida de los Palacias fronts on Plaza de la Pacifico. The frontispiece of this tower is taken from the church of San Francisco in Pueblo. This wing has two flanking bays projecting over the Portales and enclosing a Patio. From one corner rises a stair turret, Moorish in character, its top bright with black and yellow tiles. At each end of the patio a faun spurts water from his mouth into a pool of feathery bamboos and magnolias. At the southeast corner of the patio is a picturesque balcony high up on the bare expanse of wall with iron grills and rich sculpture.

#### Bell Telephone

In a specially constructed section of the Palace of Science is a series of exhibits of the American Telephone and Telegraph Co., brought here from the Bell Telephone laboratories.

These include the "speech inverter" by means of which the speaker's voice is "scrambled" into a meaningless jumble, applying the general principle of telegraphic and radio code to the spoken word, and then delivering the speech, after "unscrambling" it, in proper manner to the receiver.

Another of these telephonic wonders is the oscilloscope, a device that reproduces sound in light waves across a darkened screen, affording each visitor an opportunity to "see" his own voice.

A third interesting device is the magnetic recorder, whereby telephonic conversation is recorded on ordinary telephone wire instead of employing records or sound films.

#### Monte Alban Jewels

One of the most valuable exhibits in the entire Exposition is that of the Monte Alban jewel treasures, presented by the Mexican government. Heavy golden rings and necklaces and crystal cups found by archaeologists in an ancient tomb at Oaxaca, Mex.

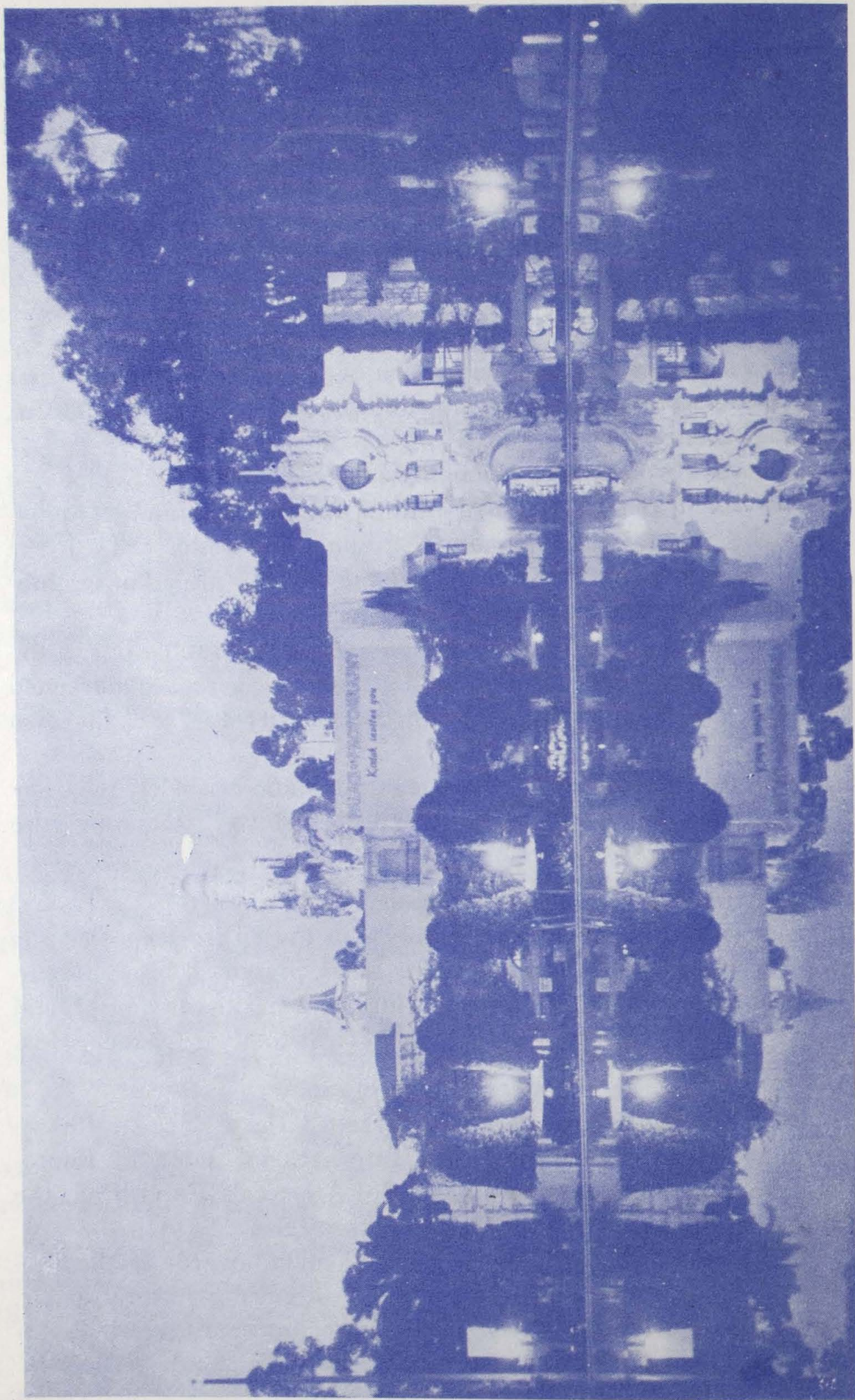
#### Palace of Photography

The eastern end of this hall is called the Palace of Photography. Here is held the Fifth International Salon of Photography, staged under the auspices of America's Exposition, the Camera Enthusiasts and Pictorialists of San Diego.

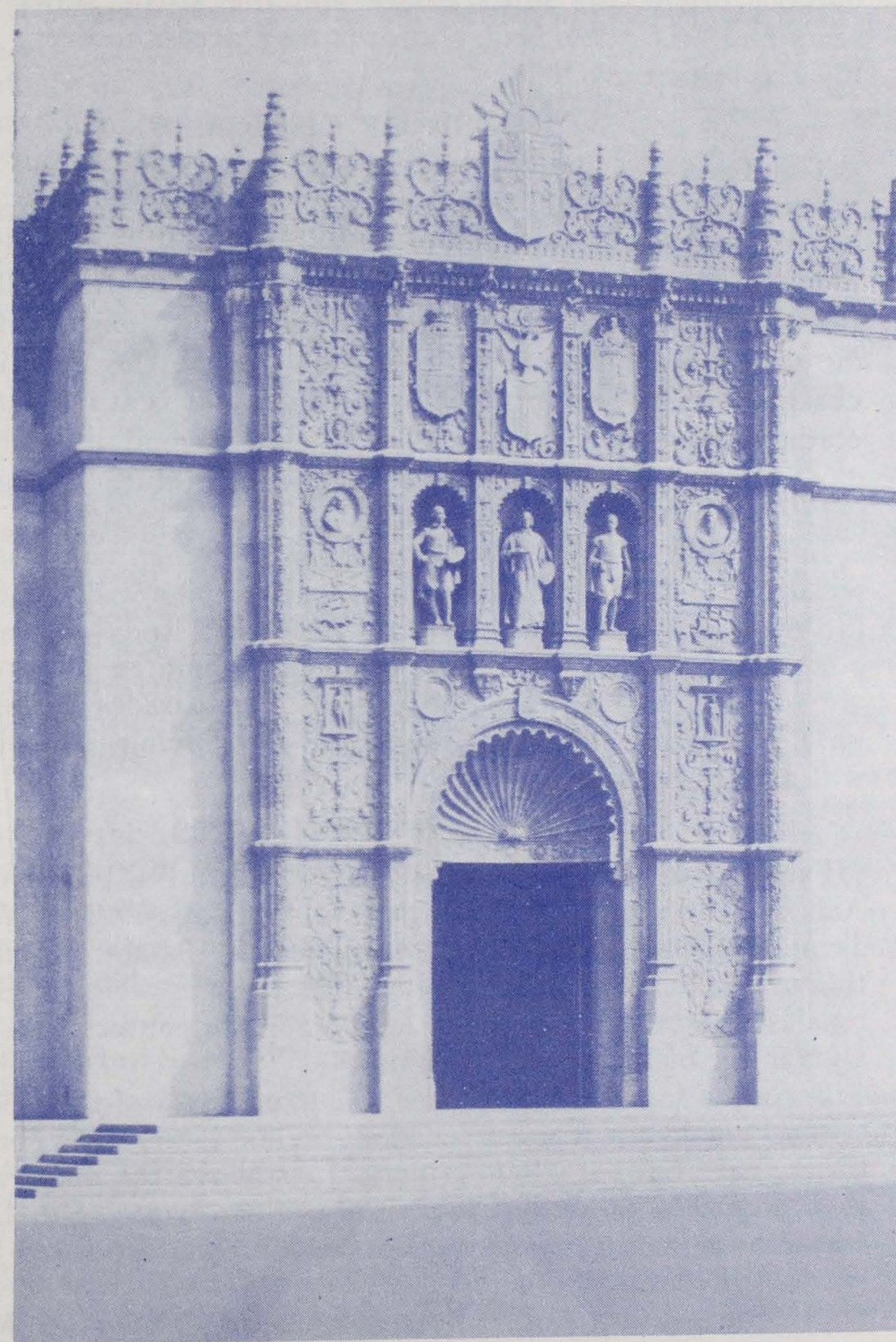
Distinguished boards of judges will make awards in the various groups which include pictorial, scientific, natural color, transparencies, professional portraiture and commercial photography.

This salon is regarded as the most important event of its kind to be held in the United States this year. Gold and silver medals and ribbons will be awarded in all classes by John Sirigo, official photographer of the Exposition.





PALACE OF PHOTOGRAPHY BY NIGHT



FACADE OF PALACE OF FINE ARTS WITH ITS ORNATE SCULPTURE



### ALCAZAR GARDENS

These gardens are between San Diego Museum and the House of Charm with a pergola facing on the Avenue of Palaces. They are a reproduction of a section of the gardens of the Alcazar in Seville, Spain, and are ablaze with beautiful blooms. From the Gardens, a rustic bridge leads to the million-dollar Spreckels outdoor organ, the Ford Palace and the Music Bowl. Sight-seers find this rustic bridge affords easy access to every part of the Exposition grounds.

### HOUSE OF CHARM

The House of Charm adjoins the Tower of Science and is joined to it by a delightful pergola. This was the Russia and Brazil building in 1915-16. Its main facade is on Plaza de los Estados and consists of a central arch flanked by two bell gables resembling the Sanctuaria de Guadalajara in Mexico. Between the Children's Palace and Science Tower are the beautiful Alcazar Gardens. The entrance to these gardens is at the north east corner. Here is a carmelite belfry and beyond it is the tiled domed tower of the building in yellow and blue. The gardens overlook Canada de las Palmas.

In the field of fashion and beauty aids, women will discover a wealth of exhibits at the House of Charm. She will want to see the demonstrations of cosmetics, coiffeurs; study the latest in gowns, furs, shoes, novelties; view the animated pictures that are offered daily in the auditorium. The parades of beautiful girls, adorned in the latest frocks, and the moving picture shows will attract both sexes.

### PALACE OF FINE ARTS

Facing on the Plaza del Pacifico is the beautiful Palace of Fine Arts which first opened its doors on Feb. 28, 1926. William Templeton Johnson, architect, designed the Palace. Ornamentation of this building belongs to the Plateresque period of Spanish renaissance, many of its main features finding antecedents in the University of Salamanca, Spain.

From the facade of the palace, the stone faces of Cabrillo, Viscaino, Portola and Vancouver, doughty explorers of bygone centuries, gaze out over Balboa park. Just above the doorway is a shell, designed to honor the memory of St. James (San Diego), whose body, according to ancient legend, was deposited by the sea on the shores of Spain.

On one side of the shell is a figure modeled after Michelangelo's statue of David; while on the other side is a reproduction of Donatello's Statue of St. George, who slew the dragon.

Above are two small ships representing vessels in which Columbus sailed from Europe to discover the new world. In circles above the ships are the busts of Ribera and El Greco, founders of that school of painting that produced those great artists, Velasquez, Zurbaran and Murillo, whose statues appear in the three niches.

In the next panel above are the coat-of-arms of the United States flanked by those of the Kingdom of Spain and the State of California. Above is the head of Father Junipero Serra.

In the first room of the building you find a combination of laces and fabrics of all sorts, with glass and ceramic ware. The central feature is a glorious Flemish Renaissance tapestry, wherein the Queen of Sheba and her retinue arrive to meet King Solomon.

One of the unique treasures consists of four panels of lace specimens: Venetian rose point, French point d'Alencon, Flemish Mechlin work, Irish crochet, Buckingham all pillow-made lace, and several of the best types from old Spain.

An assemblage of mediaeval and other old decorative furniture and artistic furnishings comprise a magnificent arrangement in gallery No. 2. It might be called the room of the Spanish Retable of St. John.

The Oriental room contains an almost unique group of some 35 objects of glazed pottery from Old Korea.

In the Palace of Fine Arts, special stress is laid on the best work of the greatest Spanish artists. Paintings by El Greco, whose best work was done in Spain, after his successive emigrations from Greece and Italy; by the de Zubiaurres, deaf and dumb Basque brothers, whose work will live as long as art endures; by Sorolla, Zuloaga and other great Spanish artists attest the appreciation of the Exposition art directorate of this school of painting. Beautifully painted is the Spanish scene called "Daughter Maria in the Gardens of La Granja," by Sorolla.

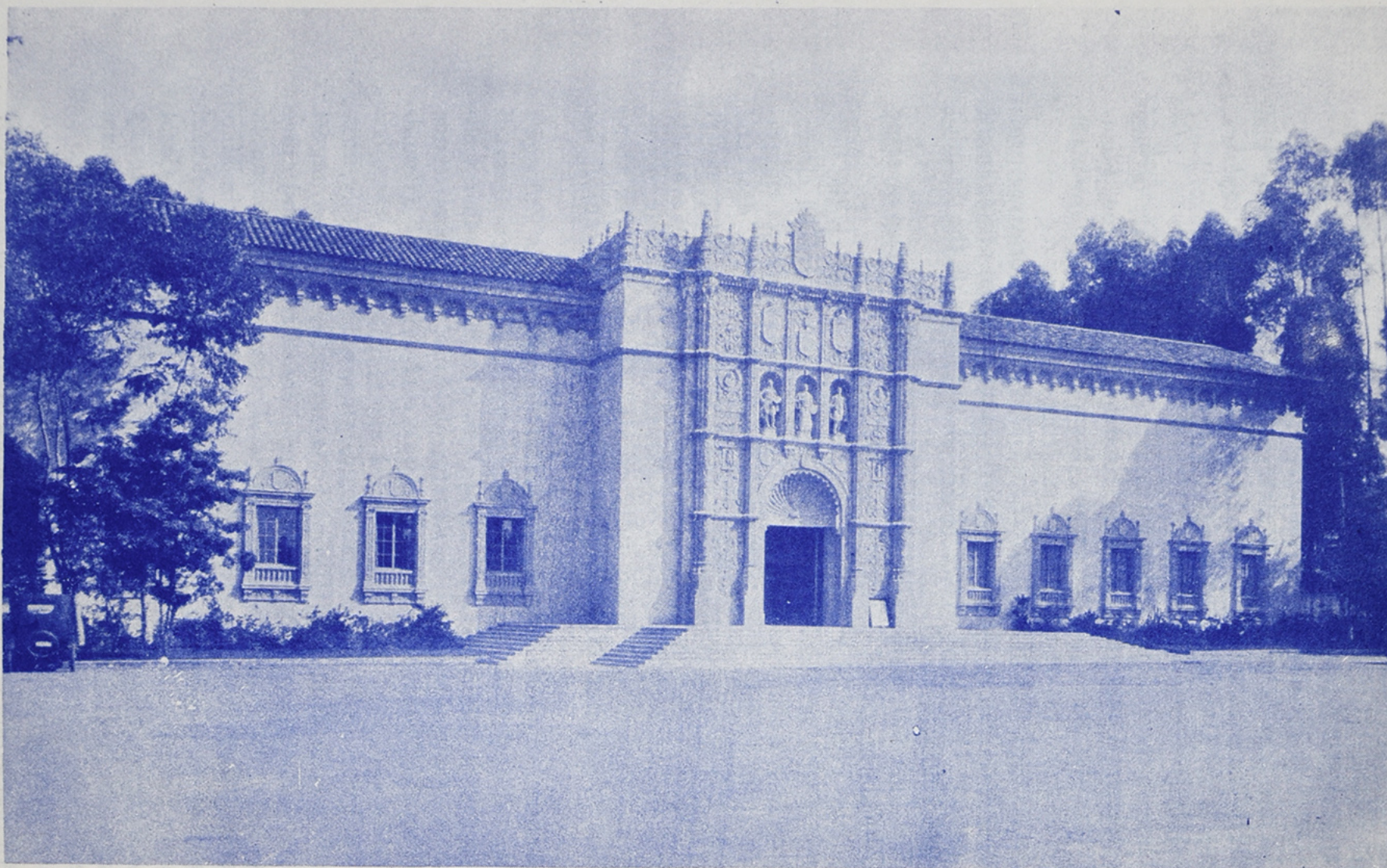
Another Spanish painting of international fame is Zuloaga's full-length portrait of "Antonio La Galega" in her dress of violet-black and silver and of deep rose red. The other well-known masterpieces by the Basque, Valentin de Zubiaurre, are of the old "Golden Wedding" couple and "Abuelos," (Grandparents).

The great art of Spain, Flanders, Germany, France, Italy, Holland and England awaits you in the second of the two largest galleries in the building. Saints, members of royalty and other secular figures by El Greco, Coello, Rubens and Zurbaran of Spain; "The Holy Family," by Rubens, and a "Mystic Marriage of St. Catherine," by an unknown Fleming; a colorful Saxon Courtier, by Cranach of Germany; landscapes by Corot and Courbet, religious altarpieces from Old Italy, and figures by Maes, the Dutch friend of Rembrandt, and by Sir William Beechey of England.

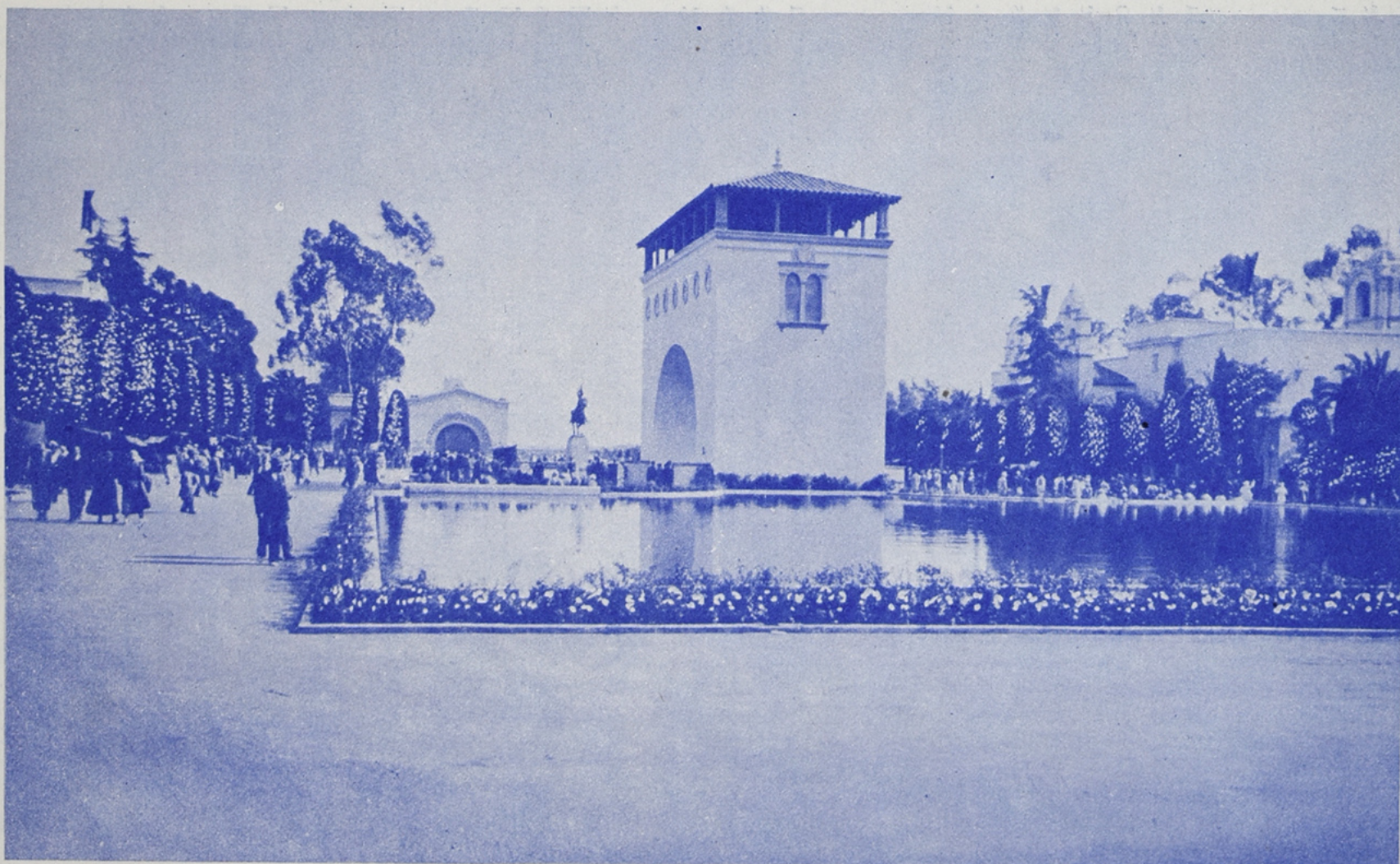
### ARTISTS OF THE AMERICAN SOUTHWEST

In that group will be found the work of Albert Bierstadt, Toby Rosenthal, Thomas Hill, Maurice Braun and William Keith. The German born Bierstadt's "In the Yosemite Valley" has been borrowed from the New York Public Library for the duration of the Exposition. Rosenthal's "Painting of the Cardinal's Por-





PALACE OF FINE ARTS



ARCO DEL PORVENIR THE ARCH OF THE FUTURE, ON PLAZA



trait," subject of much critical acclaim, is also hung in the Palace of Fine Arts. Maurice Braun has made the Southern California scene the locale for many of his effective landscapes. A number of these are the permanent property of the San Diego gallery. William Keith, best known for his "Golden California" is also well represented. Modern Americans include George Luks, Winslow Homer, George Bellows and Robert Henri in addition to the Western artists already mentioned.

### CAFE OF WORLD

The Cafe of World is at the northeast corner of Plaza de la Pacifico and was the Pan Pacific building in 1915-16. Its ornate architecture suggests the urban palaces of the City of Mexico and recalls the house of the Counts of Heras in that city. The two symmetrical corner towers of the Cafe of World and House of Hospitality facing each other across the Avenue of Palaces are modelled after that of the Palace of Monterey at Salamanca. The arcades of the Cafe are beautifully adorned with trailing brilliant bougainvillea and other vines.

### HOUSE OF HOSPITALITY

The House of Hospitality resembles the Hospital of Santa Cruz at Toledo, Spain. Emblazoned on its exterior walls, its corner tower and arcades are the coats of arms of the countries of the Pan-American Union. This was the foreign arts building in 1915-16.

Visiting dignitaries will be received and entertained in the House of Hospitality, one of the most sumptuously furnished buildings in the Exposition grounds. The building houses studios of the interior decorators and artists who created displays and exhibits for the Exposition. In this building, too, there is an auditorium of 600 capacity for movies, music and plays.

Visitors will find pleasant spots in which to rest in the several lounges and on the roof garden, and there are banquet halls, private dining rooms and a bar.

There is a public cafe and outdoor dining terraces in and around the building. This building, too, serves as headquarters for the federations of state societies.

Important rooms in the House of Hospitality, on both the first and second floors, open onto an arcade overlooking the inner court which was copied after the famous convent patio of Guadalajara, Mexico. The centerpiece of the central fountain of this patio is a statue cut from a 1600-pound block of limestone by Donal Hord. The figure is that of an Indian girl, seated, with an olla in her lap from which the water falls into the pool below.

Through the frescoed arches in the rear of the House of Hospitality appear the terraced paths and verdure of the famous Casa del Rey Moro gardens of Ronda, Spain.

This is the finest small garden in all of Spain, with its alabaster fountain, grotto, lily pond, quaint old well, seats and pergolas.

### BOTANICAL BUILDING

One of the most popular attractions of the Exposition is the Botanical Building and the Lagoon variously called Lagunade las Flores and Laguna de la Espejo but whether you call it the Lagoon of the Flowers or Lagoon of the Mirror it is a Lagoon of Beauty. It lies between the Cafe of the World and the Palace of Foods and leads to the Botanical Palace. From the Cafe and the Food Palace little corner pavilions in Spanish renaissance style with baroque sculpture border the lagoon. In the lagoon the vegetation increases in density to a tropical luxuriance at the upper end. Its edges are bordered with intensely blue lobelia lilies. Around the pool are grouped blackwood acacia, grevillia, camphor, araucaria, eucalyptus and lotus.

The botanical palace is a high, arched structure of steel arches with red wood lath covering. In the rear is a glass house. It contains a great number of specimens of tropical and semi-tropical plants, palms, bamboo, banana and South American tropical ferns, vines, tree ferns, crotons and dracaenas.

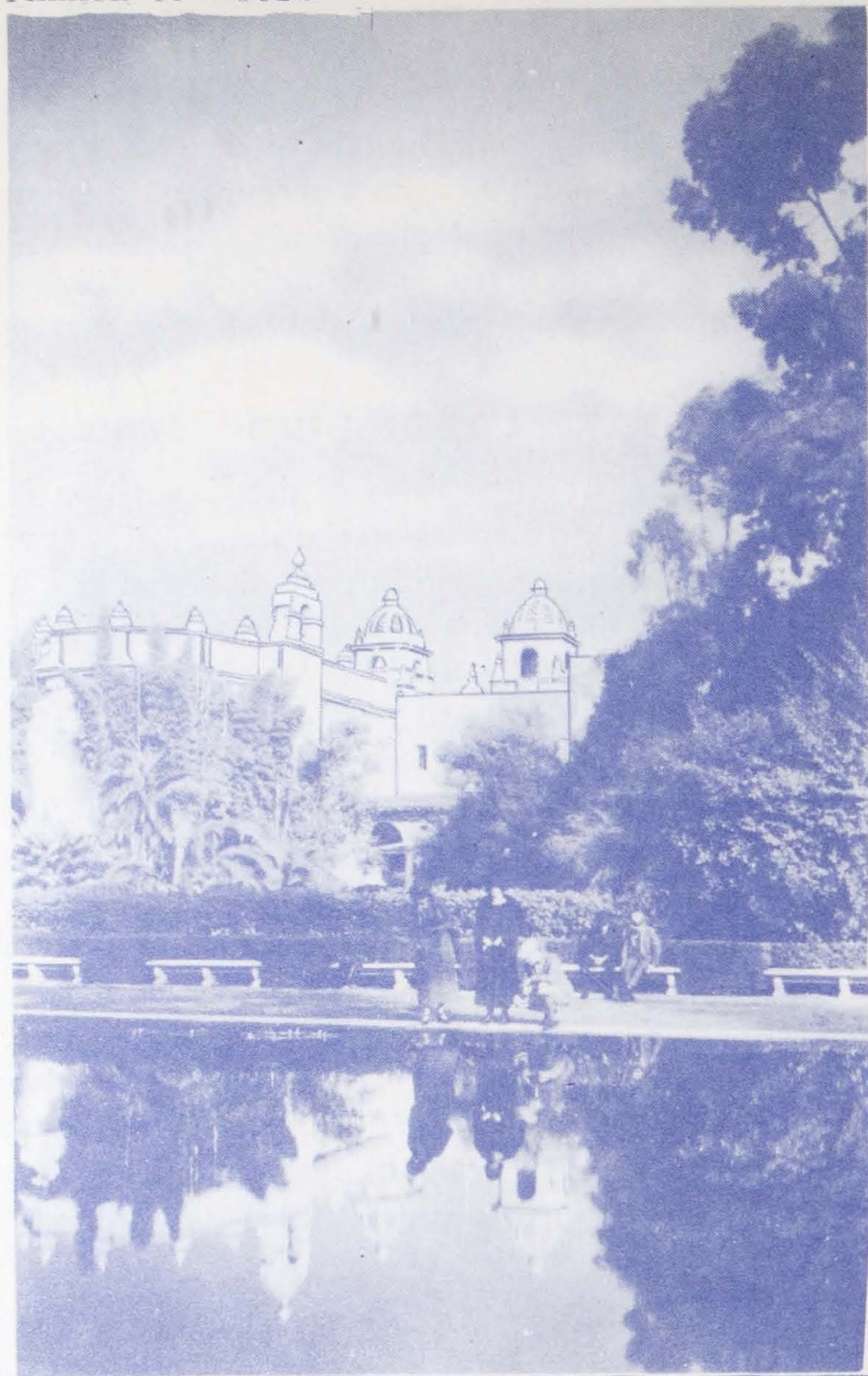
### PALACE OF BETTER HOUSING

The Palace of Better Housing is connected with the House of Hospitality by a tile covered corridor joining the arcades. The architecture of the Palace reminds one of the Casa Consistorial at Palma, Majorca, Spain. In the cornices of the roof is the brilliance of bright blue, red, green and gold in soffit frieze. This building was the Canadian building in 1915-16. Along the west side of the palace is a walk skirting the edge of a deep canyon lined with eucalyptus and pepper trees.

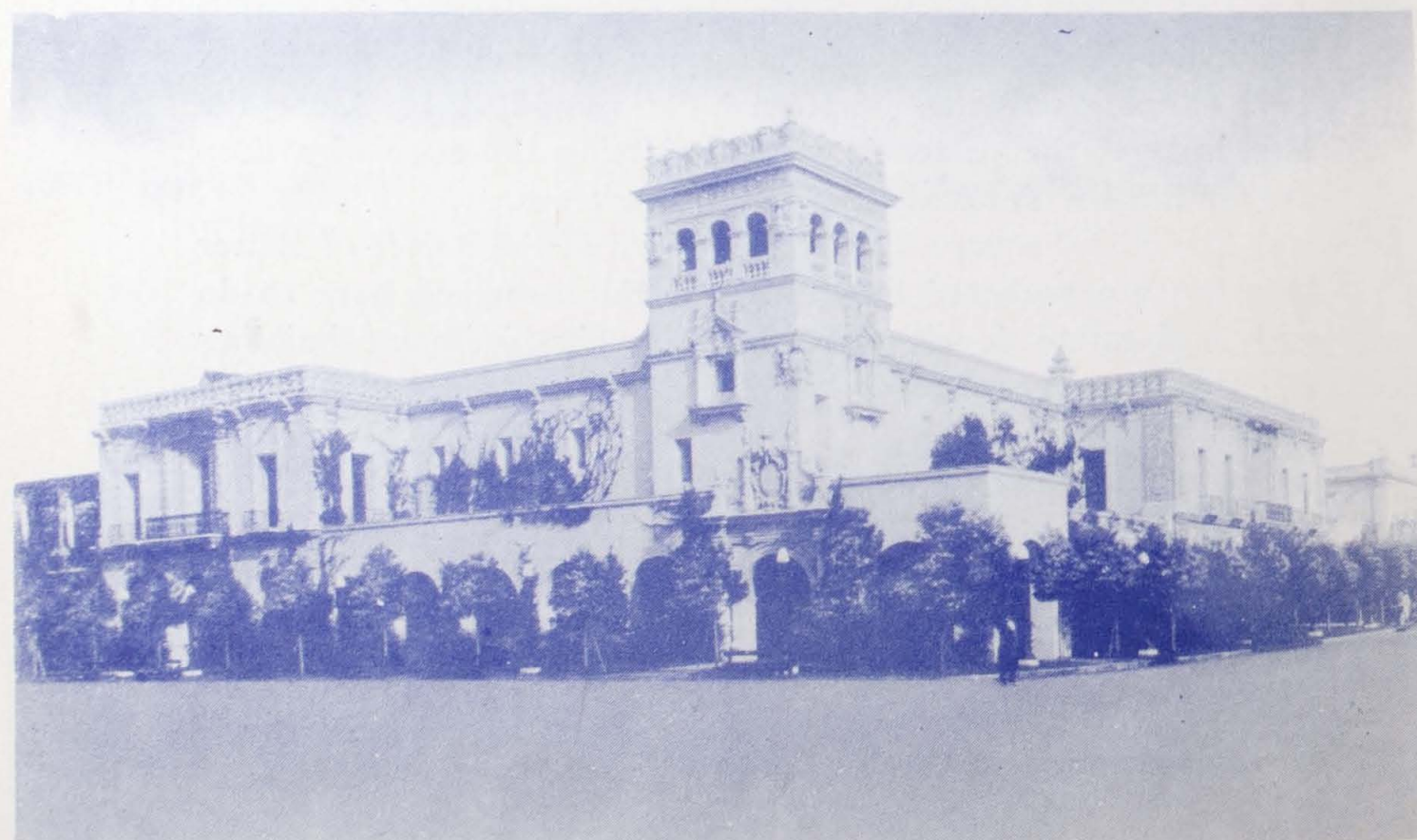
In the 36,200 square feet of floor space of the Palace of Better Housing are gathered hundreds of exhibits which have to do with real estate development, home ownership, home building and the many types of architecture, construction and building supplies.

One of the most interesting exhibits is that of the F. J. Hansen Company, Ltd., real estate and land developers of La Mesa and San Diego, Calif. This company is showing a moving picture which tells the story of the building of California from the day of the landing of Juan Rodriguez Cabrillo at San Diego. The movie is shown in their exhibit in the Palace of Better Housing throughout the Exposition.

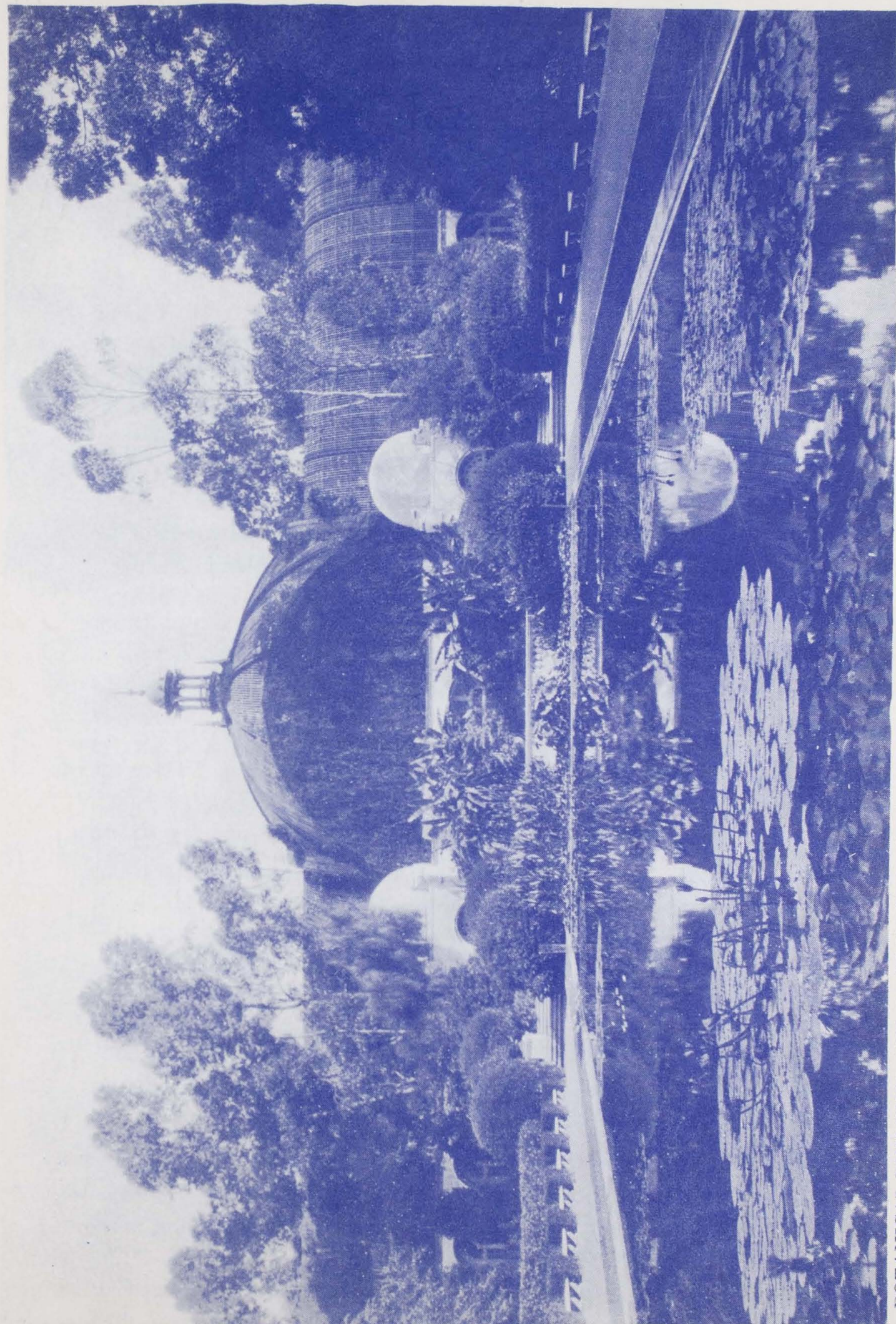




LAGOON OF THE FLOWERS SAN DIEGO EXPOSITION



CAFE OF WORLD ON AVENUE OF PALACES, SAN DIEGO EXPOSITION



BOTANICAL BUILDING AND LAGOON OF THE MIRRORS



It tells the story of the struggles of Father Junipero Serra, founder of the chain of missions in California, the first of which was built and still may be seen in San Diego.

In contrast with the first irrigation ditch built by the Indians under direction of the gray-robed padres, the picture shows San Diego's vast water supply system.

Likewise, it contrasts the crooked burro trails of the early days with modern broad highways.

Another interesting feature of this exhibit is an animated display of the operation of a modern avocado farm.

Among the exhibitors in the building are: Bowers Manufacturing Company, Inc., Naomi E. Cleaves, Church of Jesus Christ Latter Day Saints, F. E. Compton & Company, Encyclopedia Britannica Pacific Coast Division, Goodwill Industries, Anna Ketonen, Nassau Pen and Pencil Company, W. F. Quarrie & Company, Rosicrucian Fellowship, the Salvation Army, Mrs. J. W. Ware, Western Union.

Foreign Antique and Art Company, Bowen Unique Handicraft, Bookhouse for Children, Gefroj Studio, I. Jacobson, Pacific Union Conference Seventh Day Adventists, Standard Sanitary Manufacturing Company, Ganna Walska-Jules Riviere Parfum, Morbeck of London, England.

The Radio Building is adjacent to the Palace of Better Housing and Exposition features are broadcast from there.

### FEDERAL HOUSING ADMINISTRATION

In the beautiful glade immediately south of the Palace of Better Housing the federal government has a visual exhibit, showing the great benefits and opportunities offered by the FHA.

#### Modernization Magic

The first phase of the FHA exhibit is described as "Modernization Magic," a dramatization of improving of buildings under maximum loans of \$2000.

This presentation consists of a community of about 30 buildings, antiquated, poorly designed and in need of repairs.

In the space of 10 minutes, by dramatized mechanical operations, the village will change from a dilapidated and antiquated town into a highly modernized and improved community.

#### Modeltown

Another phase is the presentation of "Modeltown," a community of 56 miniature model homes, designed to show the newest and best types of residential construction.

There are 24 one-story houses and 24 two-story houses of varied architectural style and plan, depicting a construction cost range from \$300 to \$7000. There are several steel houses and a group of modern type. Sidewalls include wood siding, shingles,

stucco, brick, concrete and steel. Roofs are of shingle, tile and other materials.

Suggested floor plans for all the houses are displayed for study by visitors.

It is the largest and most comprehensive exhibit ever conceived or contemplated by the Better Housing program of the Federal Housing Administration.

### PALACE OF FOODS AND BEVERAGES

The Palace of Foods and Beverages is one of the largest buildings of the Exposition. Its facade on the Avenue of Palaces is a two story arcade between flanking pavilions suggesting 18th century architecture at Queretero. The east front on the Avenue of Nations has a chapel facade with two flanking bell towers and elaborate frontispiece domed with tile and iron finials. The building is polygonal like a great convent with its apse projecting into the botanical gardens. At the south side of the choir is a little patio recessed into the building. The sanctuary entrance is at the apse with choir and bell turret above. In the chapel is a memorial to Father Junipero Serra.

It is a one-story structure with three floor levels, connected by ramps.

The greatest assemblage of food and beverage exhibits ever shown under one roof is exhibited in this building. Everything which has to do with those two subjects, from the newest patented can opening gadget to the marvels of multi-operations in the bottling industry will be demonstrated here.

In one corner is a complete cake baking operation. In another is the whirring machinery of a Coca Cola bottling plant, capable of producing a filled and ready-to-market bottle every second. The newest method of canned foods packing methods are demonstrated. In fact, everything pertaining to the two principal necessities of mankind's life—food and drink—are attractively presented in this building.

#### Coca Cola

Conspicuously placed at the main entrance so as to be plainly visible immediately upon entrance, is a "Fountain of Light." The "water" falls in graceful curves through successive silver basins to be finally quartered and sprayed by four silver dolphins into urns set for it upon the corners of the service bar, where bottled Coca-Cola is sold. The "water" is moulded from a mesh set with multitudinous crystals, and is lighted from within by incandescent lamps so flashed as to reproduce perfectly the illusion of flowing water.

#### Standard Brands

Dioramas and models are used to carry the story of the Stan-





PATIO OF HOUSE OF HOSPITALITY, SAN DIEGO EXPOSITION



AVENUE OF PALACES, HOUSE OF HOSPITALITY AT LEFT, SAN DIEGO EXPOSITION

PALACE OF FOOD

BETTER HOMES



LAGOON OF THE FLOWERS, SAN DIEGO EXPOSITION



GOLDEN GULCH



dard Brand products directly to the housewives of the world and, at the same time, demonstrate to grocers and bakers the most effective way of presenting them to the public. In addition the company furnishes stage entertainment. Among the company's leading brands are: Fleischmann's Yeast, Chase and Sanborn's dated coffee, Tenderleaf Tea, Royal Baking Powder and Royal desserts.

### AVENUE OF PALACES

The Avenue of Palaces is the main boulevard of the Exposition and extends from the east entrance on Park Boulevard to the west entrance at Cabrillo Bridge, nearly 700 yards in length. Lining it are the Palace of Science, House of Charm, House of Hospitality, Cafe of World, Foods and Beverages, Modern Homes and Natural History. It is a broad esplanade with rows of pleached Blackwood acacia trees set in formal order. Banked against the arcades and face of buildings are shrubs, vines and flowering plants. Arched arcades or portales in Spanish colonial style adorn the facades of the palaces and vine covered pergolas connecting the arcades form delightful promenades and retreats for sightseers.

### PALACE OF NATURAL HISTORY

The first building encountered at the east plaza entrance is the Palace of Natural History. This building is of reinforced concrete construction, Spanish colonial design of restricted baroque ornament. It contains two floors and basement and a large laboratory.

This splendid new museum was first thrown open to the public in January, 1933. The San Diego Society of Natural History, which operates the museum, is the oldest scientific organization in southern California and the second oldest in the west, having been incorporated on Oct. 9, 1874.

Once inside the door you will at once find yourself in a bower of living beauty; for here, right at the entrance, has purposely been placed the museum's display of California wild flowers. Charming fresh flower tables, bearing living blooms that are constantly replaced, stand on either side of the doorway.

The ground floor contains the representations of the earth and "the waters under the earth." Here are the minerals, fossils, fishes, whales and such creeping things as the reptiles and amphibians.

The floor above, or main floor, is primarily devoted to those two great groups which are the most popular in the minds of the public, the birds and the mammals.

The top floor includes the botanical displays, the butterflies and insects of many varieties, and also certain other features.

Although there are 876 specimens of mounted birds on exhibition, there are 11,500 birds in the research collection. Similarly,

of mammals, the ratio is 277 to 9250; of insects, 1700 to 165,000; plants, 1559 to 14,500; reptiles, 181 to 5458, and shells, 4700 to 115,000.

**Civilian Conservation Corps.** The important work of the Civilian Conservation corps is presented in the Palace of Natural History, and occupies about 5000 square feet of space. The outdoor and forestry aspects of CCC work align themselves effectively with the exhibits already installed in this palace.

### Lost Continent of Mu

The 13,000-year-old mystery and romance of the lost continent of Mu has once again spurred the interest of seekers after hidden knowledge with the display of a unique hydrographic relief map, which is a feature of the museum. Four years were required to gather data for this map, the only one of its kind in existence.

It shows the way the Pacific Ocean would appear if it were waterless. The topographical features of the ocean bed were ascertained by 17,239 separate sonic soundings, made by the crew and scientific staff of the U. S. S. Ramapo, under direction of Captain Claude Banks Mayo, U. S. N. From 1929 to 1933 the naval vessel operated over a 7,000-mile stretch from the California coast to Manila.

Two extraordinarily deep spots, where the world's highest peak, Mt. Everest, could be submerged and have several thousand feet of water above, were discovered. One is Nero Deep and the other is Ramapo Deep, named for the ship of the expedition.

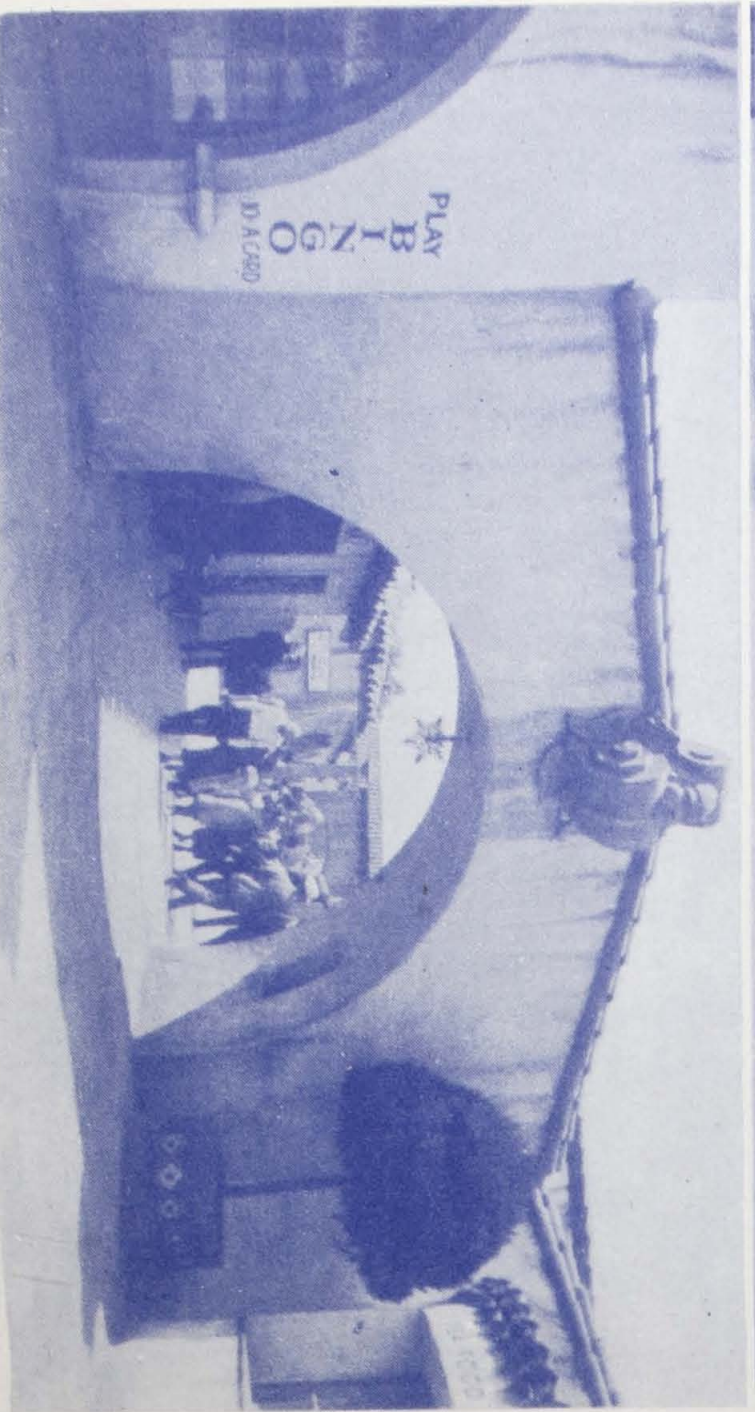
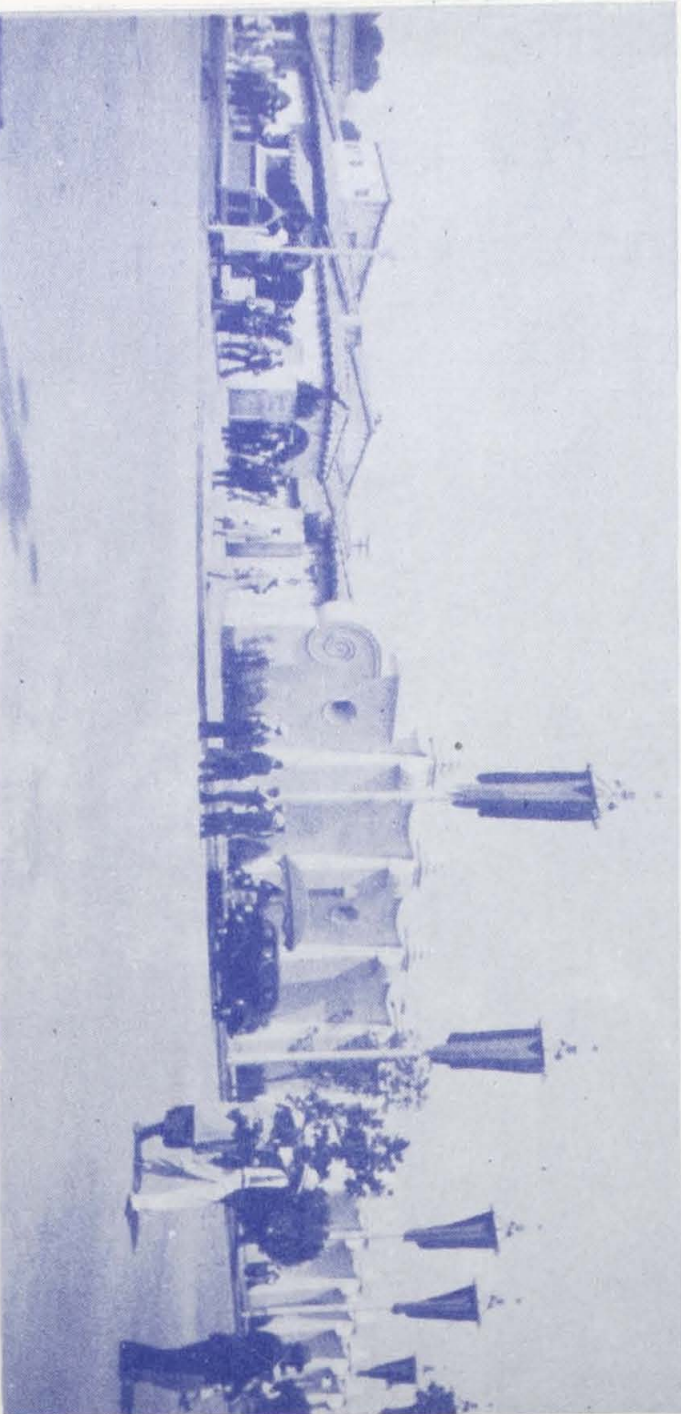
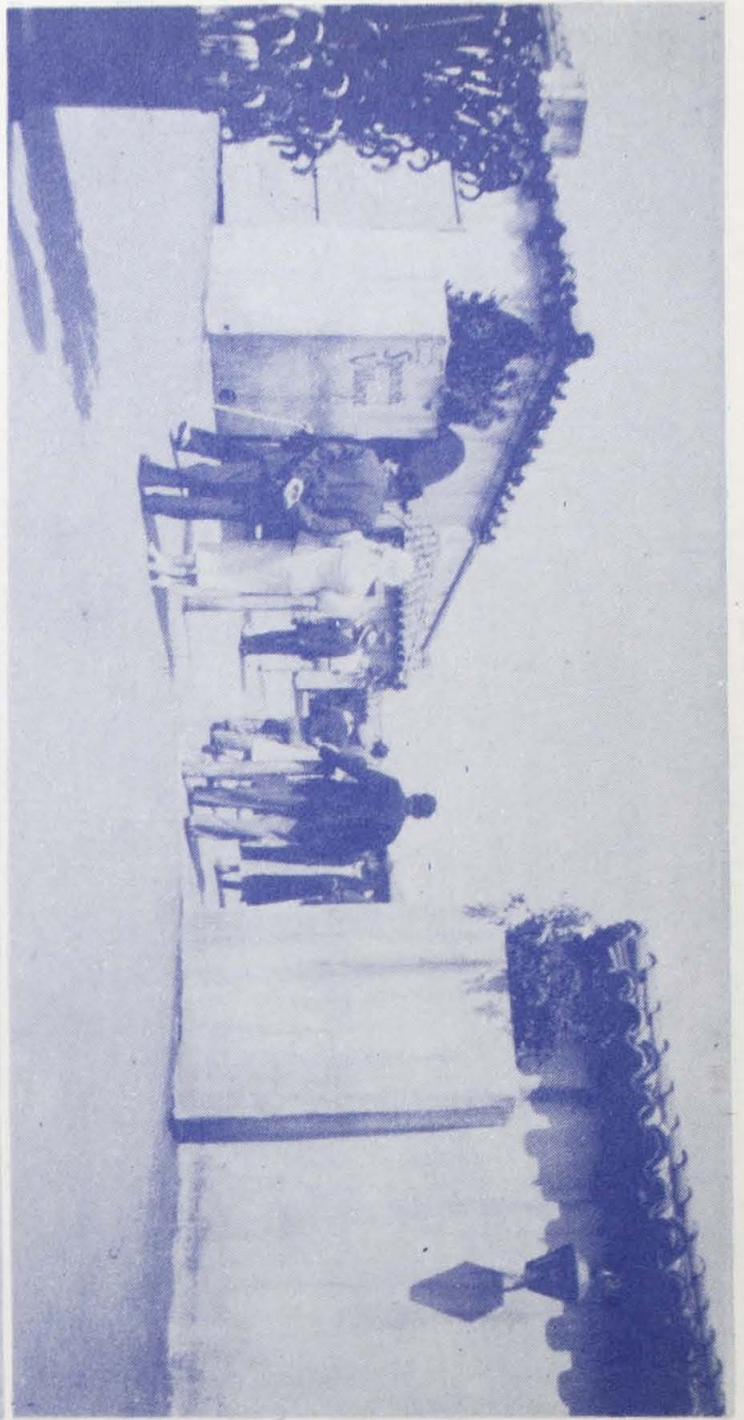
The map also reveals a deep continental shelf on the coasts of Asia and North America. The floor of the ocean near North America is comparatively smooth, but in the part closest to Asia it shows a more broken condition. Ravine-like formations and mountains are frequent there.

The hypothesis that once there may have been a bridge of land from China to the coast of Mexico is strengthened somewhat by the contours of this reproduction.

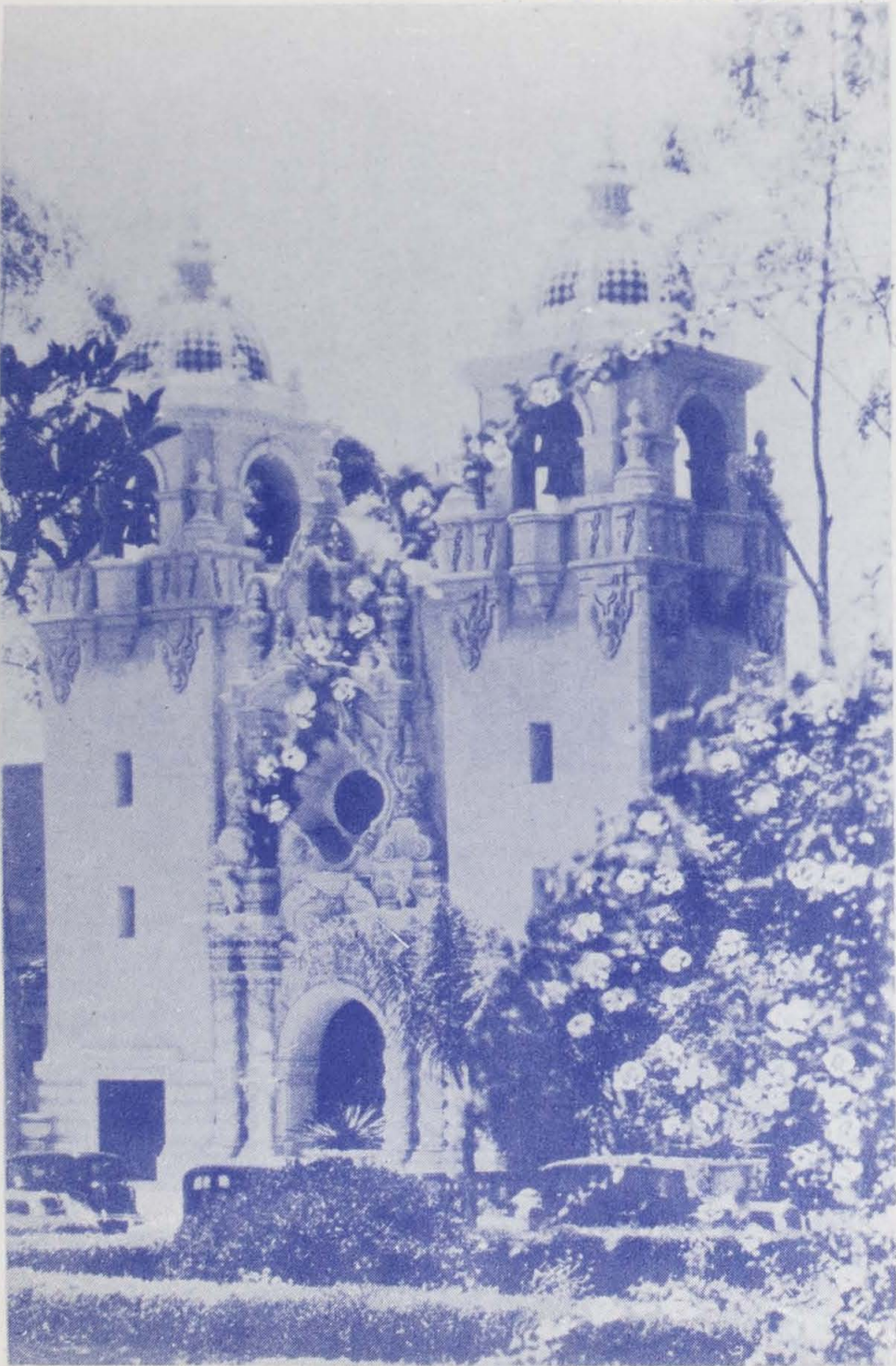
The lost continent of Mu, which presumably existed thirteen thousand years ago, covering a great portion of what is now the south Pacific, according to many scientific authorities, had its northernmost boundary in what is now the Hawaiian Islands. It was north of New Zealand and northeast of Australia. Its area ranged 3,000 miles from north to south, and 5,000 miles east to west.

The hydrographic process of "sonic sounding" is an outgrowth of World War days. Its principle, as contrasted to the earlier method of cable sounding, is based on sound impulses projected to the ocean's depths by means of an oscillator.





SAN DIEGO EXPOSITION



TOWERS OF PALACE OF FOODS AND BEVERAGES,

SAN DIEGO EXPOSITION



LAGOON AND PAVILION ARCADE OF FOOD PALACE.



## AVENUE OF NATIONS

This broad thoroughfare nearly half a mile long, runs from the northern gateway of the Fair at the Taos Pueblo through the area of the Zoological Park, the Amusement Zone and the Spanish Village to its junction with the Avenue of Palaces at the Food Palace and Natural History Museum. It is 75 feet wide and is banked through the Amusement Zone by a gorgeous avenue of flags.

## PLAZA DEL PACIFICO

The Plaza del Pacifico, a huge quadrangle fronting the magnificent Palace of Fine Arts on one end and abutting the Plaza del los Estados on the other—which latter plaza faces the Spreckels outdoor organ—is the center point of the Exposition grounds. Marking the center dividing line between the two plazas is a pedestal mounted figure, wrought in bronze, of El Cid, Spain's greatest national hero, astride his snorting steed, holding aloft in his grasp the banner of his realm.

## TAOS PUEBLO

At the extreme northern limit of the Exposition grounds is the huge Indian village. Exact reproductions of Zuni and Taos pueblos with tier upon tier of dwellings in the impressive stone structures. These pueblos are accessible only by ladders resting on the outer walls.

In this unique exhibit scores of southwestern Indians carry on their daily communal life—weaving baskets and rugs and fashioning pottery, weapons and jewelry.

Visitors have an opportunity here to see certain of the religious rites and ceremonial dances of the tribes. One of the buildings in the Village houses a Taos kiva, an underground chamber where the most solemn celebrations and councils of the tribe are held. No Indian woman may enter the kiva, but white visitors are allowed inside. Entrance to this dark chamber is by a ladder leading down from an opening in the roof.

Representatives of every tribe in the southwest—Hopi, Moqui, Ute, Mission, Navajo, Apache and dozens of others perform their centuries-old ceremonials and dances; wholly religious in character or nearly so. Their matrimonial, funeral and burial rites, their customs and culture are depicted faithfully and vividly.

Since 1920 the Indian village has been used as headquarters for the San Diego Area council, Boy Scouts of America, an organization with a membership for the last year of over 3,500. Camping facilities have been created here for the 70 Scout troops of the city and county as well as for visiting Scouts from all over the United States and from all parts of the world during the Exposition.

## SPANISH VILLAGE

North of the Avenue of the Palaces and on the Avenue of Nations lies the Spanish Village, the largest village of its kind ever built for an American exposition. More than 40,000 individual mission tiles were used to roof its many buildings which cover about 90,000 square feet.

The cheerfully picturesque and informal architecture of Spain—squat arches, antique wood beams, sturdy buttresses and corbels—predominates. Quaint wishing wells are scattered about, backed by olive trees and surrounded by a riot of colorful blooms. Gay flowers in pots hang from the walls.

Brilliant hued awnings, lamps of wrought iron and hand-made tiles add to the general color scheme.

The open-faced stalls in the inviting courts offer all manner of interesting bits of old and modern world merchandise.

In the spacious patio restaurant there is a wishing well copied from one in the house of Conde Rule at Valencia. There the visitor finds Spanish dishes, appetizingly served.

One of the most beautiful spots in the Spanish Village is the north portal, inspired by the Puerta del Castillo de Sigüenza. Clustered around the base of its tower and bordering a little plaza with seats and a central fountain, are a few small shops such as might grow up outside the city gates of any Spanish town, olive trees and potted flowers everywhere add color to the scene.

Situated in the gardens is the Japanese tea room where delicious brews and stimulating tea and rice cakes are served by quaintly garbed Japanese girls.

The art and culture of old Spain and Mexico, the products, commodities, interests, methods and customs of the peoples are shown. Beautiful señoritas perform the dances of their native countries and sombreroed señors demonstrate their skill in art-craft and industries.

## AMUSEMENT ZONE

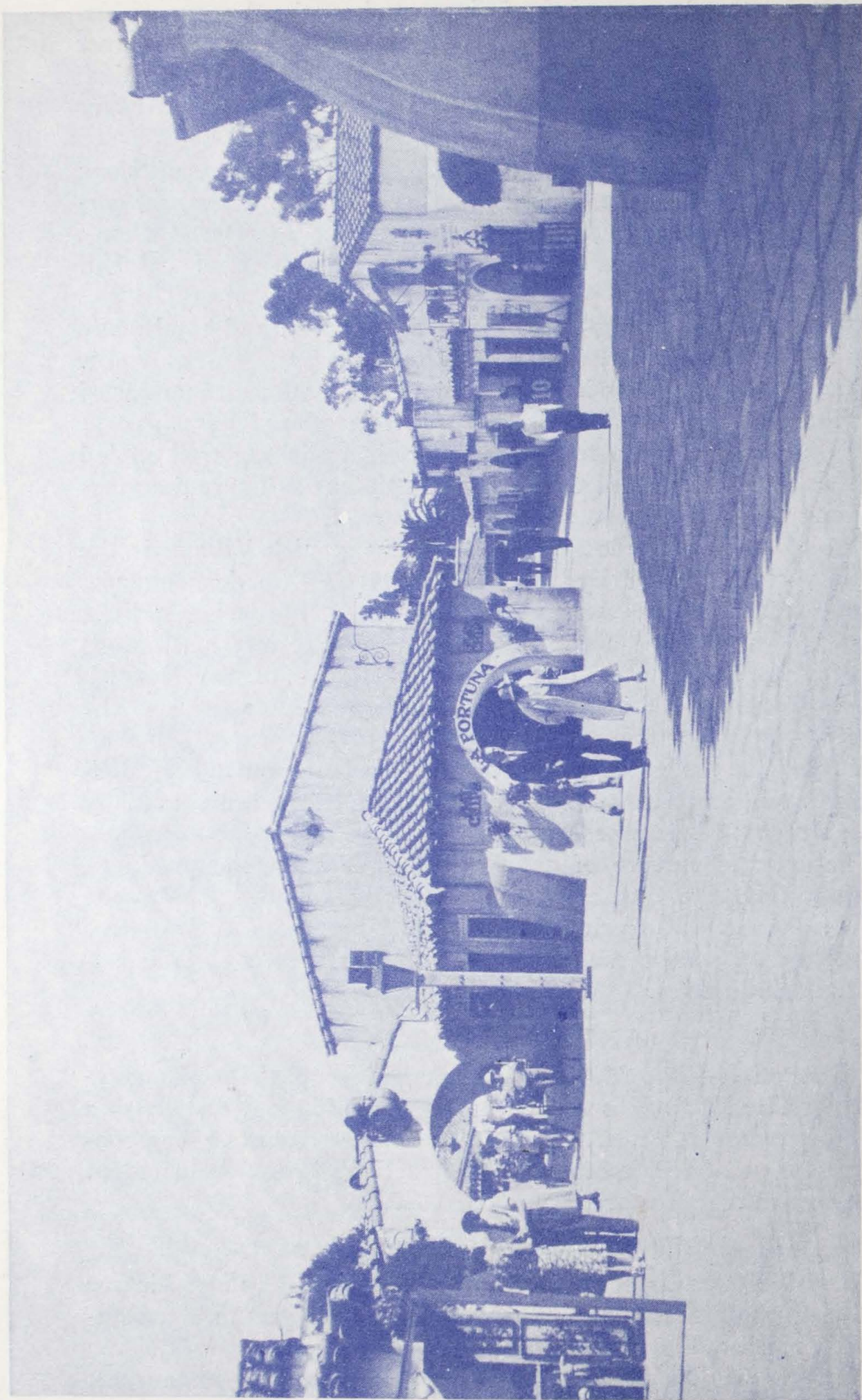
This section—The Midway—is a kaleidoscopic city of merry-making. The Midway is 1,200 feet long and 350 feet deep with a 40-foot pavement. The 2,400 feet of frontage presents every conceivable type of architecture. The attractions in the Amusement Zone are valued at more than \$1,500,000.

### Midget City and Midget Farm

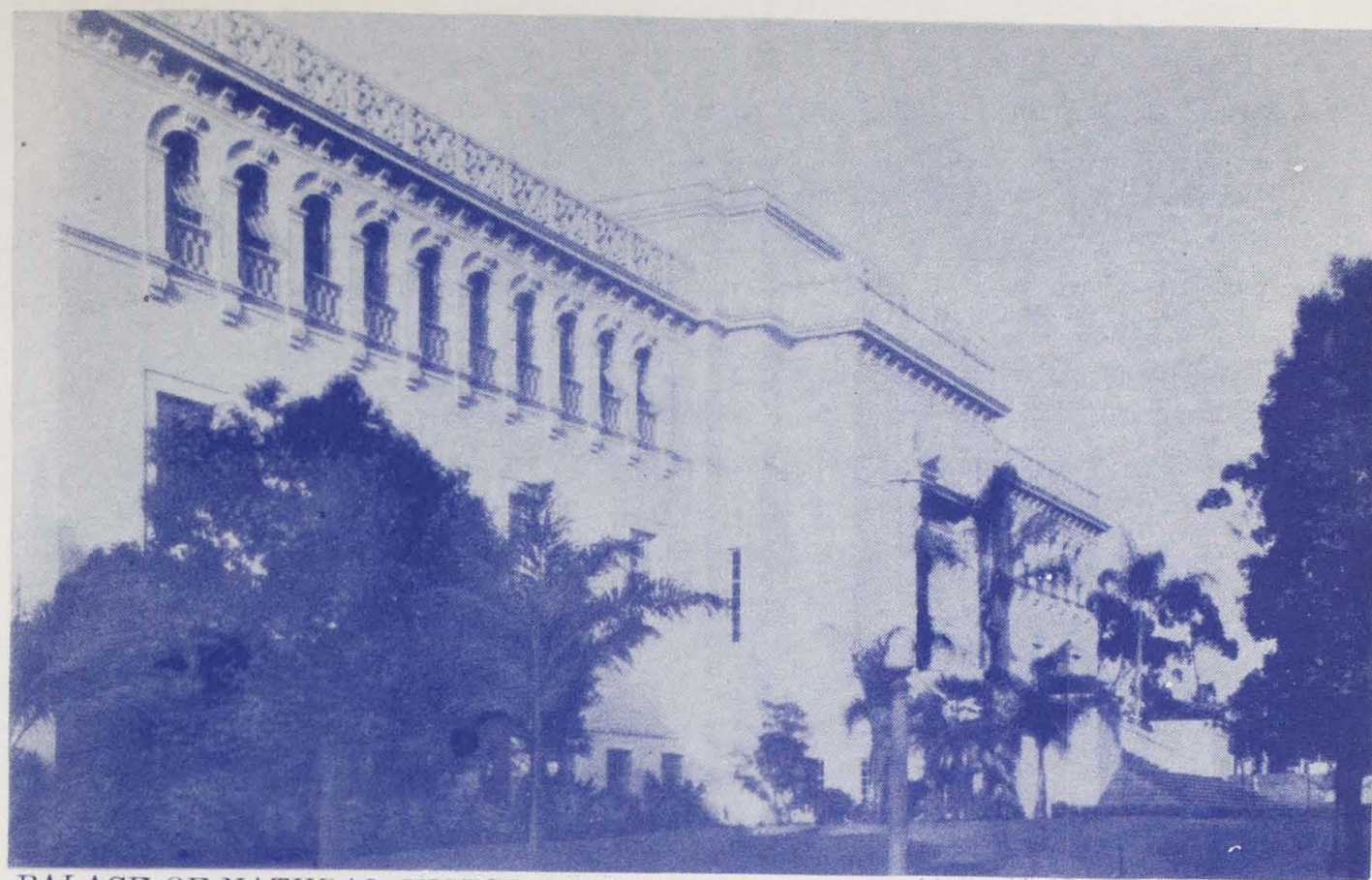
The fabled travels of Gulliver never led him to a more bizarre land than the Midget City and the Midget Farm, a modern community of more than 100 Lilliputians.

Built to doll house scale, the bungalows, hotel, restaurant, telegraph office, gas station, grocery and butcher stores and the office of the "Midget City News" are designed to accommodate the stride and reach of this clan of little people, whose ages range from 18 to 60 years, who are as short as 18 inches and many of whom weight less than 20 pounds.





THE SPANISH VILLAGE



PALACE OF NATURAL HISTORY, SAN DIEGO EXPOSITION



TAOS INDIAN PUEBLO, SAN DIEGO EXPOSITION



One of the world's smallest and most famous couples are residents of Midget City. They are Captain Werner, 18 inches tall, weight 19 pounds and 22 years of age, from Berlin, Germany, and his fiancée, Margaret Ann Robinson of California, who tips the scales at 18 pounds and is one inch taller than the Captain. Miss Robinson is 18 years of age. Their betrothal was announced in Chicago last year and their wedding will be solemnized amid great pomp and ceremony at Midget City.

Midget farm is an entirely novel idea, designed along Spanish colonial lines. A midget farmer and his wife and farm hands operate this model establishment where midget cows, chickens, hogs and horses are seen amid midget fields producing midget corn and grain. In a midget shed are housed the tiny parade wagons and buggies once owned by the famous Tom Thumb.

Midget City is in the center of the midway and Midget farm about one block north.

Days of Saladin is an equine display featuring 14 blooded Arabian horses from the W. K. Kellogg ranch at Pomona, Calif. Frank Binner is producing this show.

Charles Gay, internationally known trainer of circus and motion picture lions presents on the east side of the Midway a replica of his famous Gay's Lion Farm at El Monte, Cal. Thirty or more lion cubs, others with their mothers and a few cage animals are shown along with famous movie lion actors and actresses.

#### Venetian Glass Blowers

On the Midway, opposite Midget City, the historic atmosphere of Venice, city of canals, is transplanted to the Exposition, with Italy's royal glass blowers demonstrating the genius which has won them acclaim throughout the world.

For more than 50 years, the Venice & Murano Co., owners of the Royal Glass factory, have been demonstrating the skill and outstanding craftsmanship of their workmen in Barbarigo palace a magnificent structure fronting the Grand canal in Venice.

From the palace came the workmen to blow the molten glass and fabricate the art products for which Venice is famous. The Royal factory presents also a priceless collection of medieval and modern glassware.

Other features include Miss America, Nudist colony, Flea Circus, Sensations, Crime does not pay, Life, Two Headed Baby, Snake Farm, Darkest Africa, Freak Animal show, Ripley's Believe It Or Not, Globe of Death, Laff in the Dark, Toyland, Lens Wonders of the World, starring "Stella," Loop-O-Plane, Swooper Ride.

#### HOLLYWOOD POTTERIES

The Hollywood Potteries of Los Angeles constructed its own exhibit building on the Avenue of Nations opposite the Spanish Village, where the company shows the earliest methods of clay products manufacture, along with the very newest and improved manufacturing methods.

#### ZOOLOGICAL GARDENS

The Zoological Gardens are opposite the Midget Farm. Housing more than 2500 specimens, the zoo is second in importance only to the Bronx Zoo in New York, and the Bronx Zoo leads only in the number of animals. Many rare specimens are to be found here. Mrs. Belle Benchley, curator of this zoo, is the only woman zoo keeper in the world.

The open grottos for the bears and big cats, the high artificial mounds built for the goats and sheep, are outstanding enclosures which visitors to the grounds seem to consider the most remarkable and interesting.

In the grottoes are housed, beginning at the top of the canyon, American brown and black bears, grizzly bears, a group of Galapagos fur seal, Kadiak bears, polar bears, Pribilof fur seal, Alaskan black bears, Siberian bears, harbor seal, African lions, California sealions, tigers and ending with a group of elephant seal from Guadalupe.

#### Animal Kindergarten

One of the outstanding features of the Zoo is the large number of babies on display. This year, largely because of the great attraction of baby animals, they are raising two families of baby lions, a pair of Bengal tigers, a trio of Siberian bear cubs, a young ocelot born in the Zoo and countless baby deer, antelope, buffalo, sheep and goats.

Among the new specimens added to the Zoo is the tapir, the sloth, a pair of Pacific land otter, three Siberian bears, striped hyena, Nubian ostrich, a male orangutan.

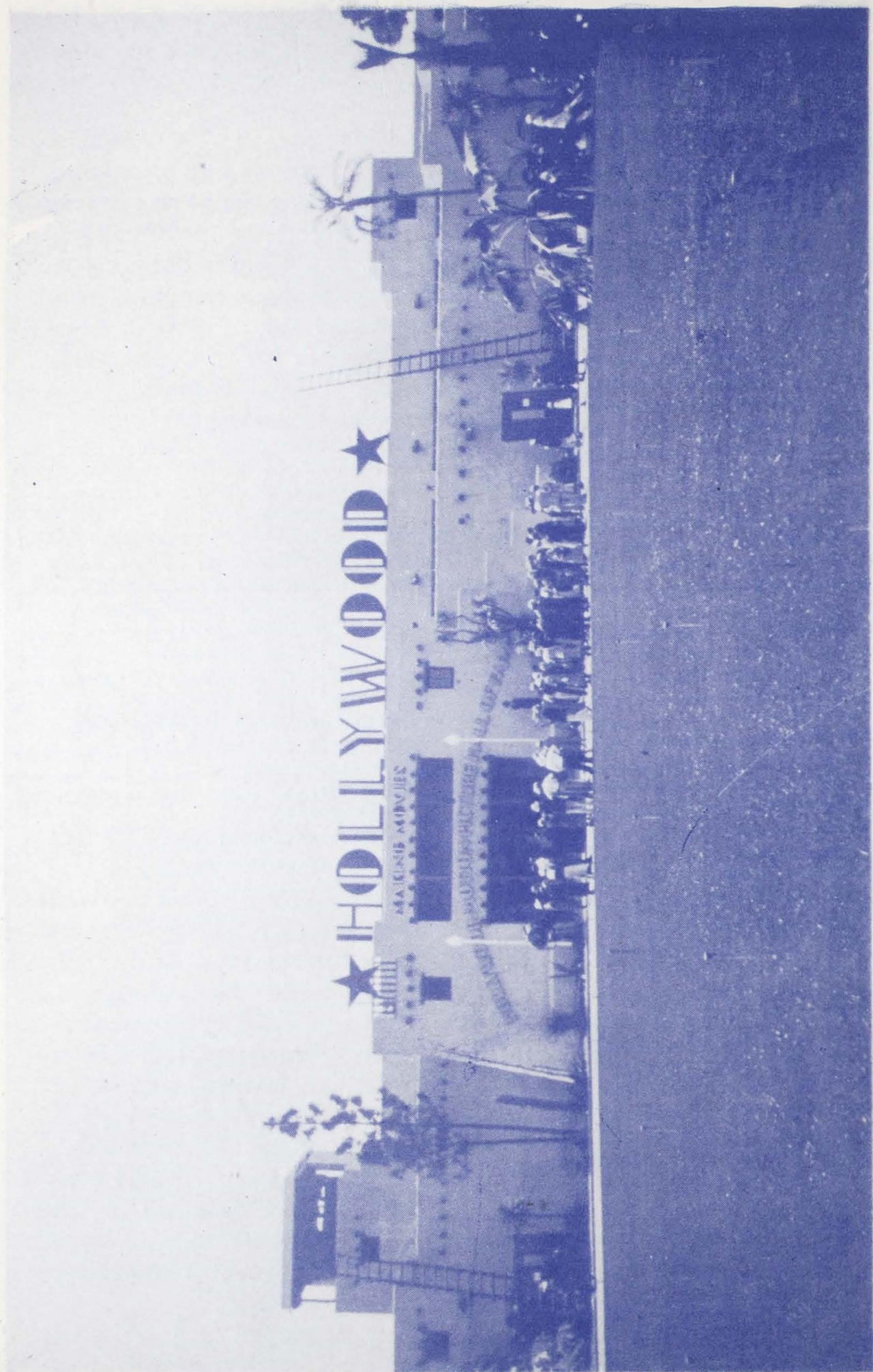
#### Highest Bird Cage in World

The Zoo has the highest bird cage in the world. It is 95 feet high and 10-year old eucalyptus trees, Australian pines and acacias furnish natural nesting places and shelter for the birds of the air, while low growing shrubs, caves and crevices in the cement walls provide similar accommodations for the land birds. Anhinga, flamingoes, cranes, ibis, all sorts and sizes of egrets, herons, rails, gallinule, tree ducks, green pea fowl, and Australian brush turkey; pigeons ranging from zebra doves to Victoria crowned pigeon, and the Frigate birds, live in this cage, breed and raise their young.

The floor of the cage drops with the side of the hill, over which it is built, in a series of ledges with two good sized pools connected by a small rivulet. Man O' War birds with five or six feet wing spread, great egrets and roseate spoonbills fly in large circles overhead, having actually sufficient room for perfect soaring.

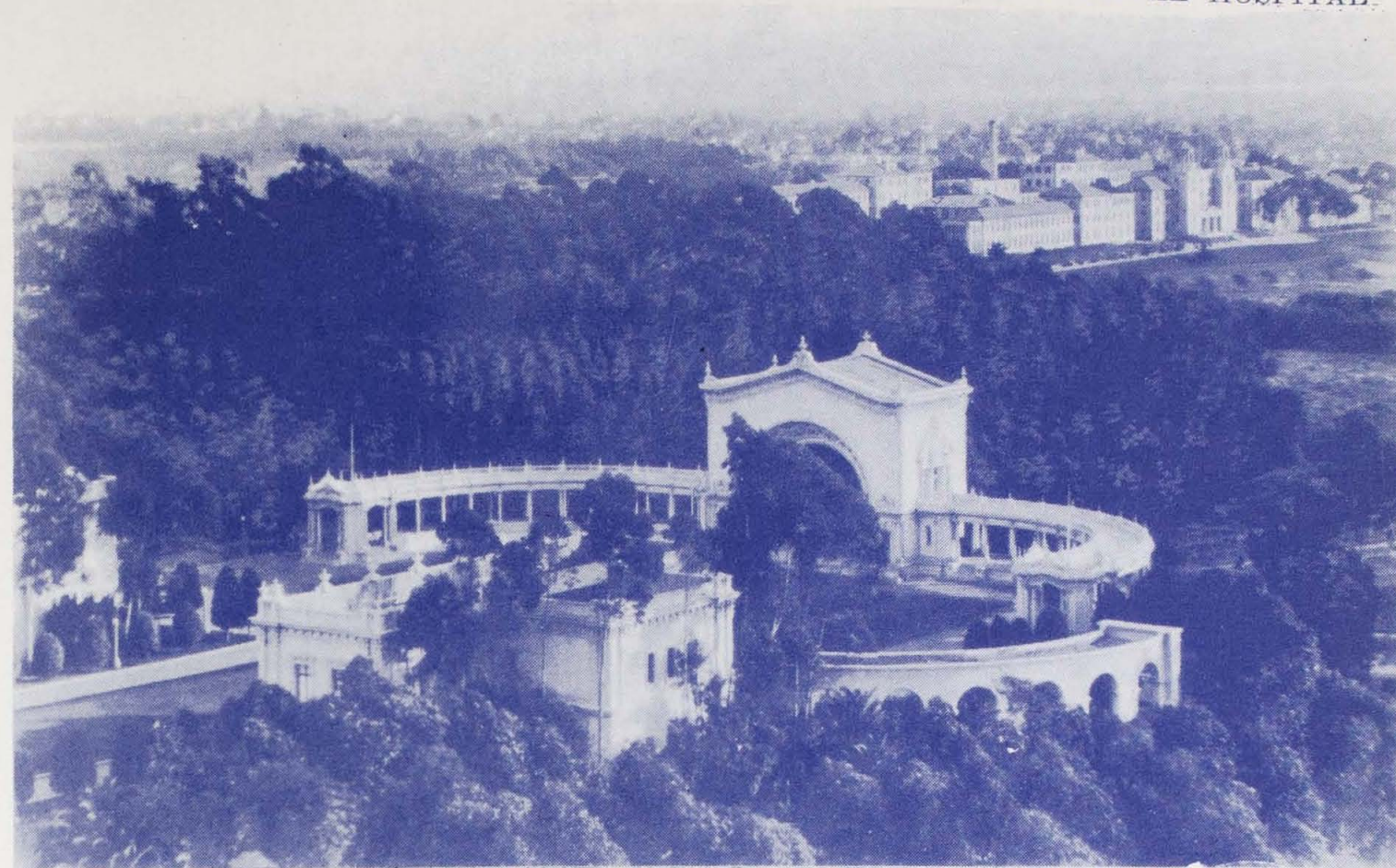
About 50 species of water turtle are displayed in a series of pools ranging geographically from the snake-neck turtles of Australia across the American continent to mud turtles of Africa and Europe and, in this group are representatives of practically all of the American genera.



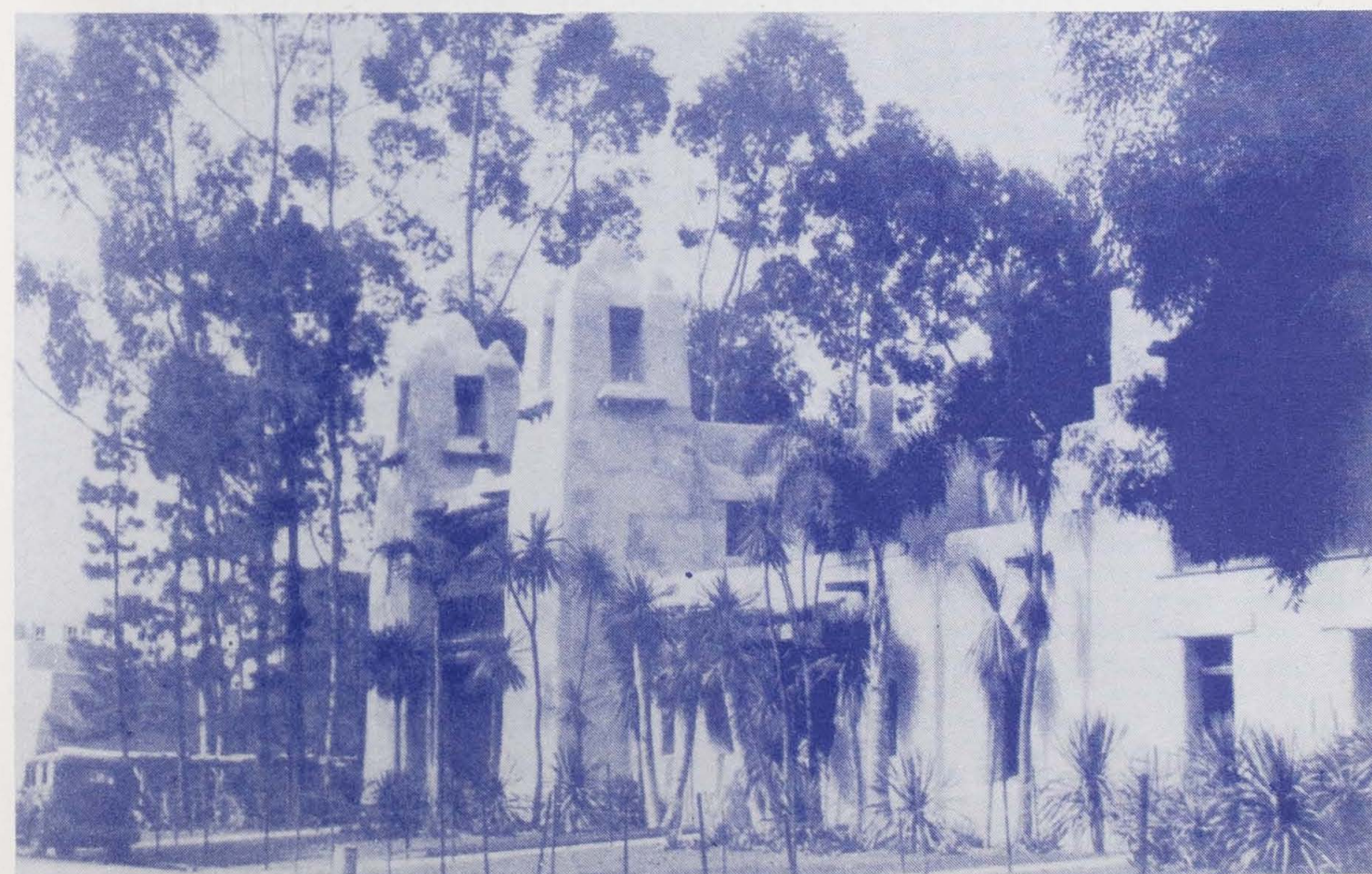


HOLLYWOOD BUILDING

U. S. NAVAL HOSPITAL



SPRECKEL'S MILLION DOLLAR PIPE ORGAN, SAN DIEGO EXPOSITION



PALACE OF EDUCATION, SAN DIEGO EXPOSITION



Land tortoises vie in number of specimens with water turtles and far outclass them in size, ranging from tiny box turtles weighing a few ounces to a 500-pound Galapagos giant.

#### Mountain Gorillas

The Zoo has the only two mountain gorillas in captivity, the pair brought back by Martin and Osa Johnson from the Belgian Congo. These animals, only six years old, weight approximately 250 pounds each and are still growing. The Johnsons refused an offer of \$17,000 for them and sold them to the San Diego zoo for \$11,000 because of the perfect climatic conditions here and the greater prospect the gorillas have for long lives in captivity.

#### SHELL OIL

The Shell Oil Exhibit Palace is devoted almost entirely to travel information, graphically set before the visitors eyes by use of a huge map, with vari-colored neon tubes forming the principal highways. It is on the Avenue of Nations south of the Spanish Village.

#### THE MODEL HOME

On the Avenue of Nations opposite the Southern limit of the Amusement Zone is the \$50,000 Model Home in a setting of beautiful greensward. This is a completely furnished home which will be given away at the close of the Exposition as the first prize in a contest. Companies cooperating in making this exhibit possible include: Washington Elger Co., plumbing supplies; the Masonite Corp., floor and wall board manufacturers; El Rey Roofing Co., roofing; Price-Pfister Co. and Rheem Manufacturing Co., builders' supplies and Barker Brothers, home furnishings.

#### SPRECKELS OUTDOOR ORGAN

On the south end of the main cross axis of the Exposition, facing the Plaza de los Estados, is the outdoor organ.

Daily concerts are given at this organ. To care for the crowds, the seating capacity was increased to accommodate 3500 persons. The organ and colonades are the gift of John D. and Adolph B. Spreckels, and are the work of Harrison Albright.

This organ is unique in that it is the first outdoor organ ever erected anywhere. Several of the organ builders considered the idea of an outdoor organ not feasible. It was built however by Austin Bros., of Hartford, Conn.

The organ is the only outdoor organ used the year round in the world. It is the wonderful climate of southern California that makes this possible. As a striking testimony to the climatic advantages of San Diego, carefully kept records from 1915 to the present show an average of only 10 days each year when the organ cannot be used because of unfavorable weather.

The organ has four complete keyboards, together with the usual pedal manual.

The organ pavilion, or peristyle, is of Spanish Colonial design with a strong Grecian flavor.

The beauty of the peristyle has been enhanced by the addition of a decorative garden wall, with a delightful baroque fountain. This wall is done in stone, and is of Spanish design. It was inspired by one in Chapultepec, Mexico.

#### HOUSE OF PACIFIC RELATIONS

The Exposition's House of Pacific Relations is not a single house, but a series of 15 attractive cottages designed after the Latin Mediterranean style and arranged pleasingly around an open glade. This group is just southwest of the great Spreckels outdoor organ. The character of informality is suggested by small private gardens, patios, courts, covered porches, fountains and a wishing well copied from one in Ronda, Spain. Another attractive feature is a rock bordered lily pond.

Each one of the fifteen haciendas is occupied by groups composed of people from various foreign lands. They include the British Empire, Italy, Germany, Japan, Czecho-slovakia, Denmark, Jugoslavia, Mexico, Cuba, Norway, China and Portugal.

These buildings were constructed by the Exposition and turned over to the foreign participants for their use on the condition that each nation will present a program of entertainment typical of the homeland on two days during the Exposition period. These programs will feature the folk songs and dances of distant lands.

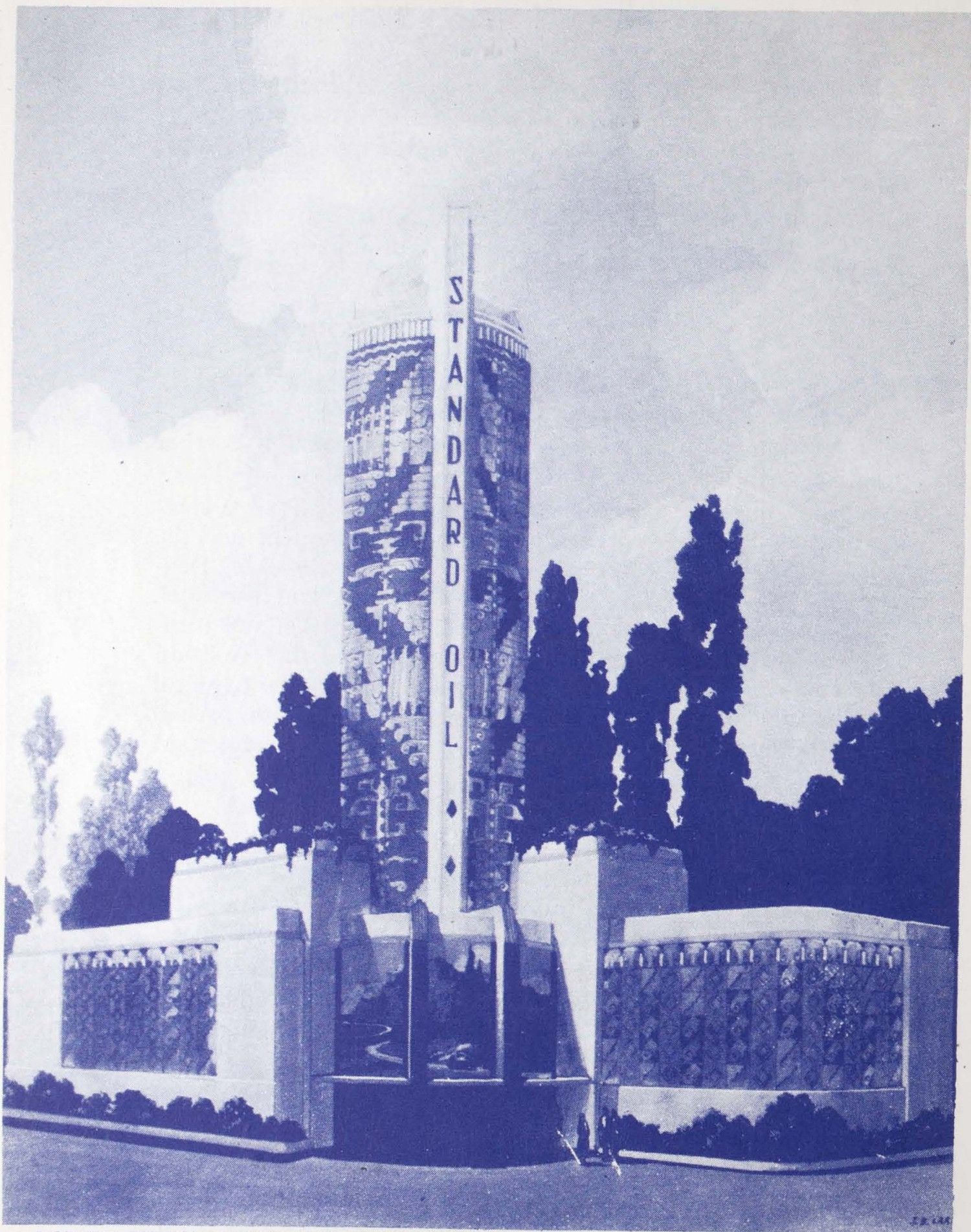
#### STANDARD OIL COMPANY OF CALIFORNIA

The Standard Oil building occupies a prominent position opposite the Ford Palace, on the quadrangle of the Palisades. The architecture of the building is extremely modern. It is an "L" shape, surmounted by a quarter circular tower. This tower approximates 110 ft. in height and carries on three faces vertical "Standard Oil" signs. The decorative scheme of the building is a striking adaptation of early American forms, Mayan and Aztec.

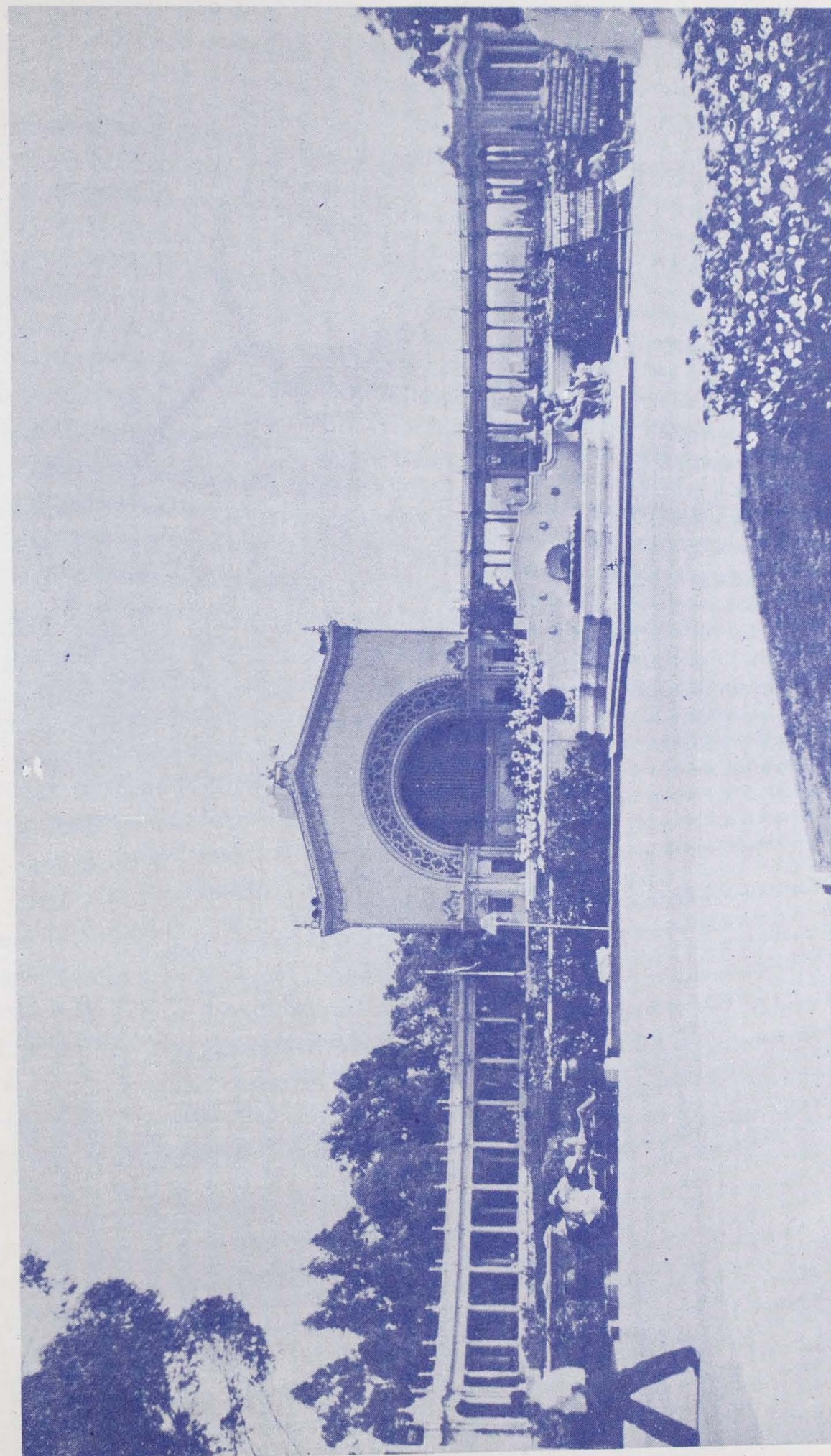
This building forms a very important link in the pageant of architecture which the exposition officials created in this quadrangle. An extremely colorful edifice, it stands out as one of the most beautiful and interesting creations of all. Seven large murals, depicting typical western scenery are painted on the exterior, enhancing the beauty of the building, and indicating the theme of some of the exhibits inside.

The interior of the building is very finely finished and houses many interesting exhibits devoted to Standard Oil products, their uses, services, etc. The most important exhibit is one devoted to travel, depicting specifically our western National Parks.





TOWER OF STANDARD OIL COMPANY OF CALIFORNIA



THE SPRECKELS OUTDOOR ORGAN



## PALACE OF EDUCATION

Four important groups have exhibits in the Palace of Education; National Education Association, Congress of Parents and Teachers', California Teachers Association and the American Association of University Women. Animated exhibits are featured.

This was the New Mexico building in 1915-16. It has the irregular wall and rough beam construction of the Pueblo Indians. Two belfry towers flank the portal. A second story loggia or tribune is over the entrances. Within is a galleried patio. The carving of the wood work and fire places reproduce the ancient work at Isleta and Acoma.

There are many large and small auditoriums in this building, as well as exhibit space and smaller rooms, all built around a central large hall which is dedicated to the fundamental tendencies of the progress of education.

A mural across the west wall, and a large central pool and fountain, are features designed to produce certain aspects of education.

The following special fields of education are stressed in the exhibits of the Palace of Education: Art, music, visual, special, homemaking, vocational, rural, college, university, continuation, adult education for the deaf, the blind and the physically handicapped, and vocational rehabilitation.

Child care and training are in the foreground, and every modern method of instruction that has been tested and proved is demonstrated in this comprehensive exhibit.

A most unusual exposition of public school education has been outlined by the director of education, Mrs. Vesta C. Muehleisen, under the general theme "Education for Good Life." The large central room, known as the "Theme Room," portrays in an artistic and animated style the seven objectives of education. Beautiful dioramas and models give allegorical picturization of these objectives which include culture, beauty, science, history, the arts and play.

In connection with adult and continuation education, a nursery school is being carried out, under well-qualified management and is used by Dr. Gertrude Laws, bureau of parent education, as a laboratory for work in parent education. This is one of the nursery school projects sponsored by the federal government and is under direction of Mrs. Rebekah Earle, supervisor for this activity in California, with Mrs. Ethel D. Mintzer serving as local expert advisor.

## HOBBY CONTEST

An unusual feature is the exhibit of hobbies. One of the chief factors in the determination of character is the wise use of leisure time. In recognition of this fact, many school principals of the state have been conducting home hobby contests or fairs in their schools.

Supplementing this effort and as an additional stimulus thereto a series of hobby contests or fairs were held in order to select a hobby to represent each individual school in the Palace of Education. Prizes and medals will be awarded for the most unusual hobby in all classes of entries, which are according to age, classification and types of projects.

---

The California Pacific International Exposition which opened in San Diego, California, on May 29, celebrates four centuries of progress and achievement in the West, and marks a new era of prosperity aptly expressed in such huge building programs as Boulder Dam, the Grand Coulee power and irrigation project, the San Francisco trans-bay bridges, the All-American Canal, and numerous other public and private works, totalling billions of dollars in cost.

This Exposition tells the story of mankind's restless urge toward achievement from the time the high-sterned galleons of Juan Rodriguez Cabrillo sailed into San Diego Bay and claimed Southern California for Spain, through the present, and gives a glimpse into what the future promises.

## PALACE OF WATER AND TRANSPORTATION

This building is on the Palisades across the way from the Court of Pacific Relations. Fronting the palace is the beautiful California Garden.

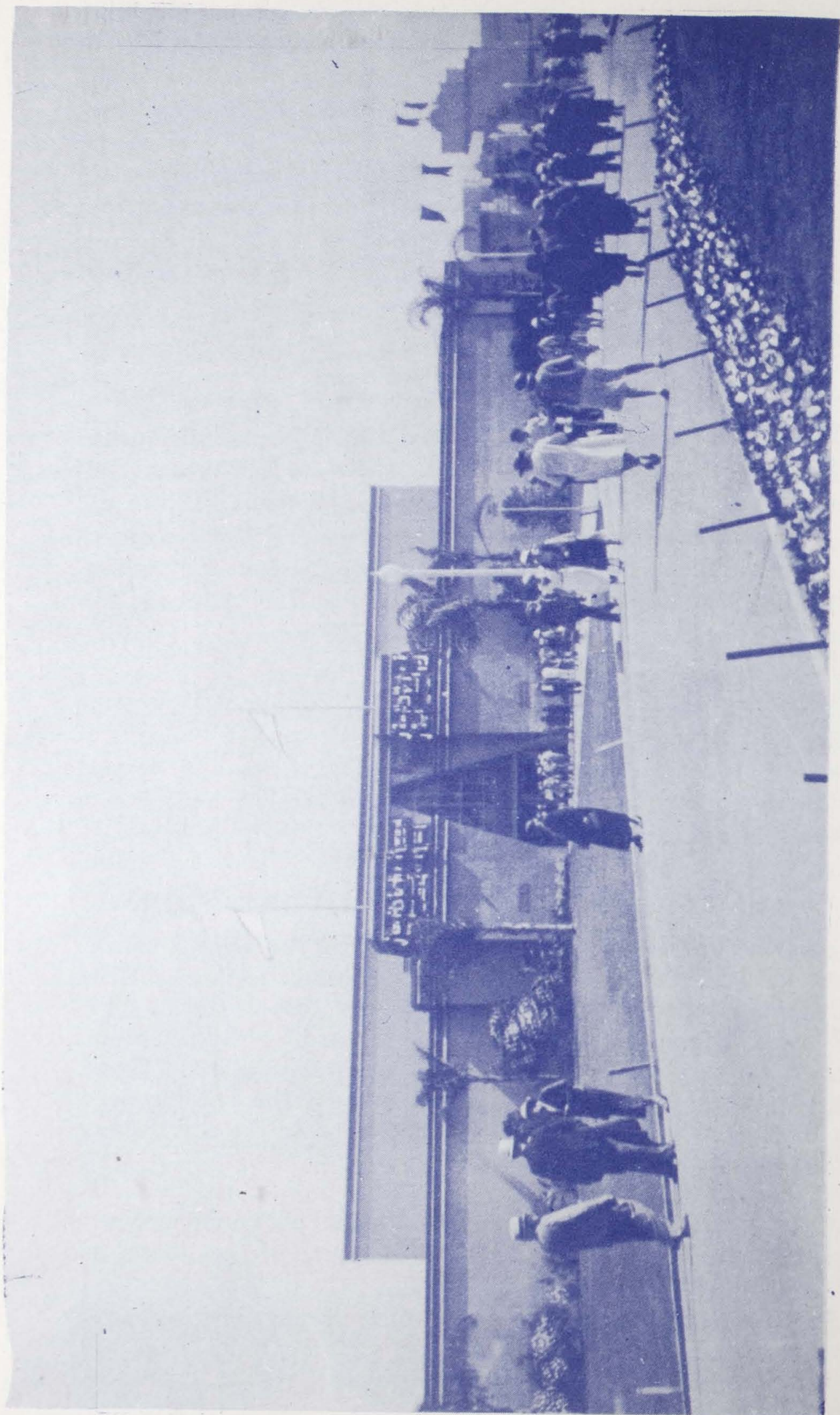
The building is rectangular in plan, spanned by 96-foot trusses and providing 27,000 square feet of clear exhibition space. Great, prow-shaped pylons suggesting, as the name of the building does, the thought of travel and advancement, keynote the architecture of this palace.

At the entrance to the building is a section of floor with a Viking ship inlaid in terrazzo, with a great panel above the marquee of the main doorway enriched with a mural of the phases of transportation.

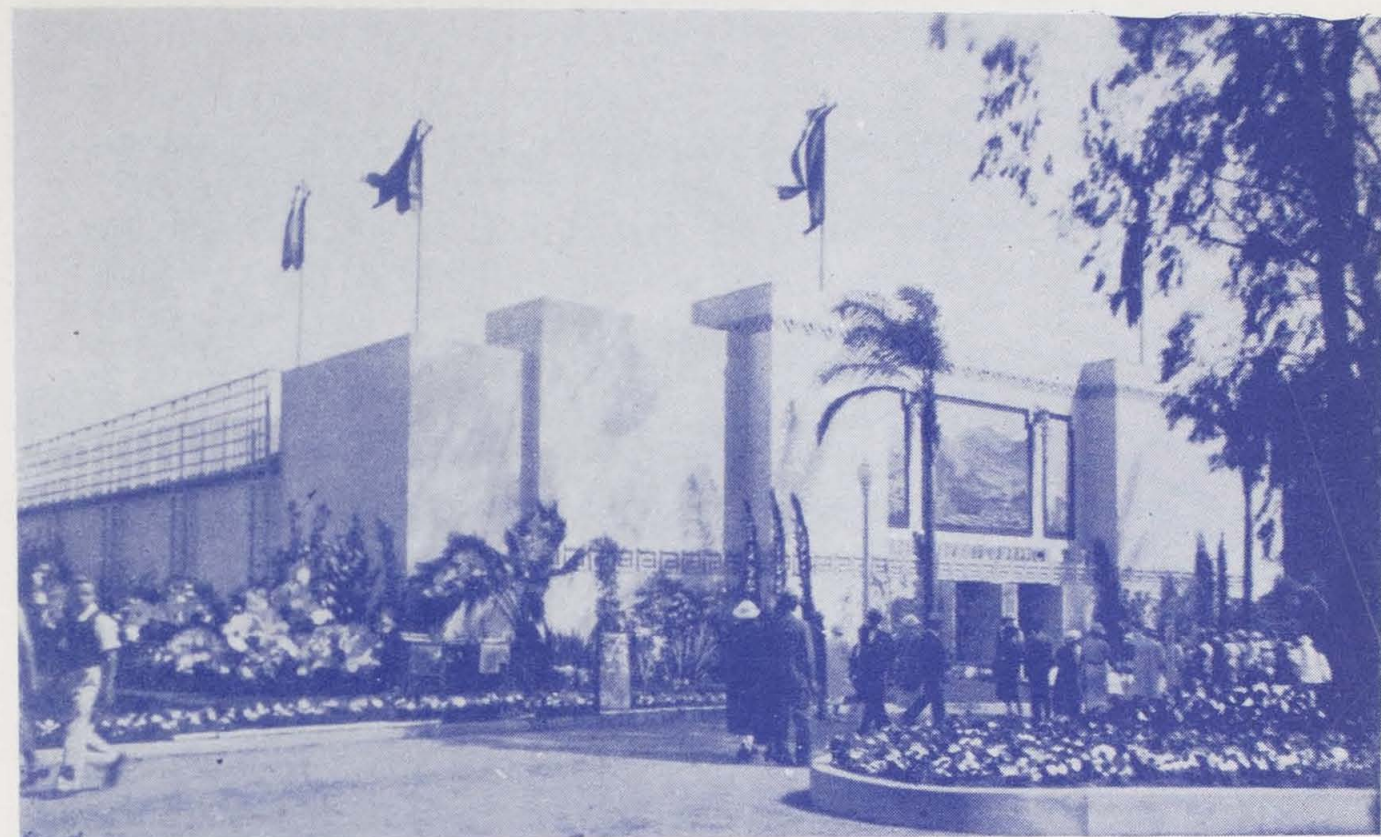
A spectacular story of mankind's great advancement in transportation facilities, beginning with the arrival in San Diego bay of the Spanish galleons of Juan Rodriguez Cabrillo and on up through the four centuries to the modern streamlined automobiles are presented in the building.

In miniature are the toiling oxen of the early Californians' next





FEDERAL



PALACE OF TRANSPORTATION  
CALIFORNIA STATE PALACE



to the newest streamlined automobile. Clipper ships, which carried hides to the Atlantic seaboard rub gunwhales with modern examples of ocean liners. Models of such trains as the Burlington's "Zephyr" and the U. P. aluminum streamlined flyers will frown haughtily upon the snail-paced wood burners.

Every phase of transportation and travel—train, ship, train-and-plane, airplane, bus and automobile—are represented in the many exhibits.

The vital progress of aviation in the last two decades is depicted in striking fashion. Comparison is offered by exhibits of early flying machines and the latest productions of streamlined sky cruisers. The keynote of this display carries out the air-consciousness of San Diego, pioneer aerie of the men who wing across the skies and always leading with seven-league strides toward the goal of aviation perfection.

### CHRISTIAN SCIENCE BUILDING

The Christian Science building is on the Palisades near the Palace of Transportation. The exhibit and building represent an investment of more than \$20,000 by the Christian Scientists. There is an exhibit of the Christian Science Monitor and the building houses a Christian Science reading room and a complete display of the history of the Christian Science movement, including the literature and writings of its founder, Mary Baker Eddy.

### FEDERAL BUILDING

The Federal Exhibit Palace cost \$350,000 and contains exhibits of more than 20 government departments. The building, itself, is of unique Mayan design, said to be one of the finest of its type ever developed. It is a class A structure with walls of reinforced concrete. The building is 150 feet wide by 170 feet long.

In colorful Mayan design, the main entrance is adapted from the palace of the governor of Uxmal. Opposite the main entrance, a portico in Mayan detail leads to a garden, such as might have been created in tropical America.

A unique feature of the building is the fact that it is windowless, the light coming from above. The exhibit space is occupied by displays typical of government operations and the progress over the past 400 years of democracy.

The postoffice department depicts the progress of mail service in this country from the days of the pony express to the present. The national museum (Smithsonian Institution) has an exhibit of historical objects and relics related to the early days of the southwest. The treasury department installed a coin machine to show how money may be made.

### CALIFORNIA STATE BUILDING

The California State building is immediately south of the Motion Picture Museum. Attractive features of the building are the terrazzo panels at the entrance and four large panels in low relief around the concave walls of the entrance pylon treatment.

The outstanding feature of this building is that its space was made available to the counties of California without cost. The building was built as an SERA project.

"California's government at work" briefly describes the exhibitions and demonstrations installed in the building.

Dioramas show the two houses of the legislature in session, the governor's office, the work of highway maintenance and patrol, financial activities and the like. In addition, there are many practical demonstrations of the state's relation to its citizenry. As an example, the many phases of natural resources conservation are exhibited.

A great deal of space was allotted to the 58 countries of the commonwealth to install exhibits emphasizing their attractiveness from commercial, industrial and social viewpoints.

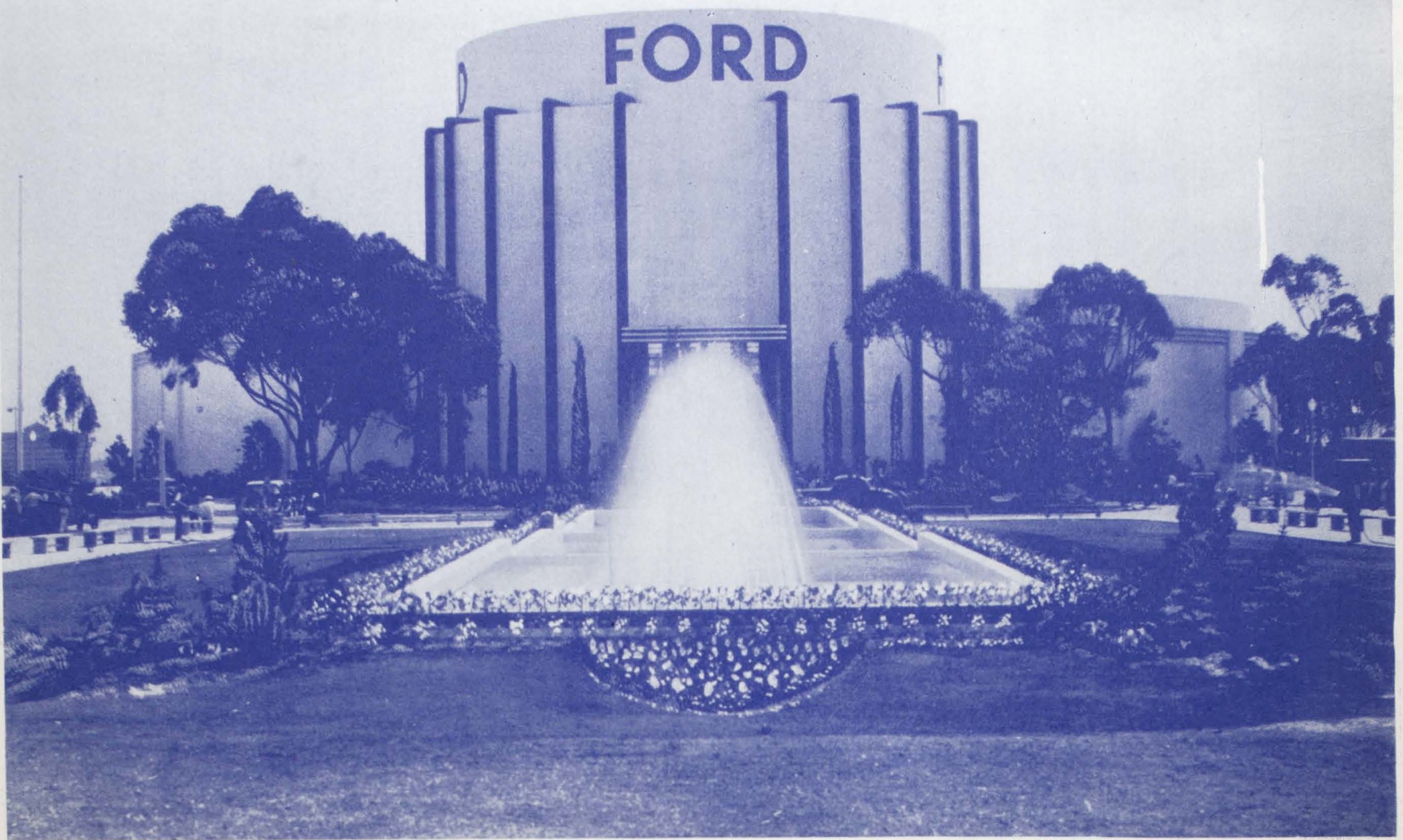
### FIRESTONE SINGING COLOR FOUNTAIN

On the plaza of the Palisades section in front of the Ford building and with the California State building and Palace of Electricity to right and left is the magical Firestone Singing Color Fountains. These fountains are the only spectacle of their kind in the world. As concerts play day and night, their sprays rise and fall with the notes of music and the colors on the water synchronize with the tones ranging from blue on the bass notes to vivid hues on the high ones.

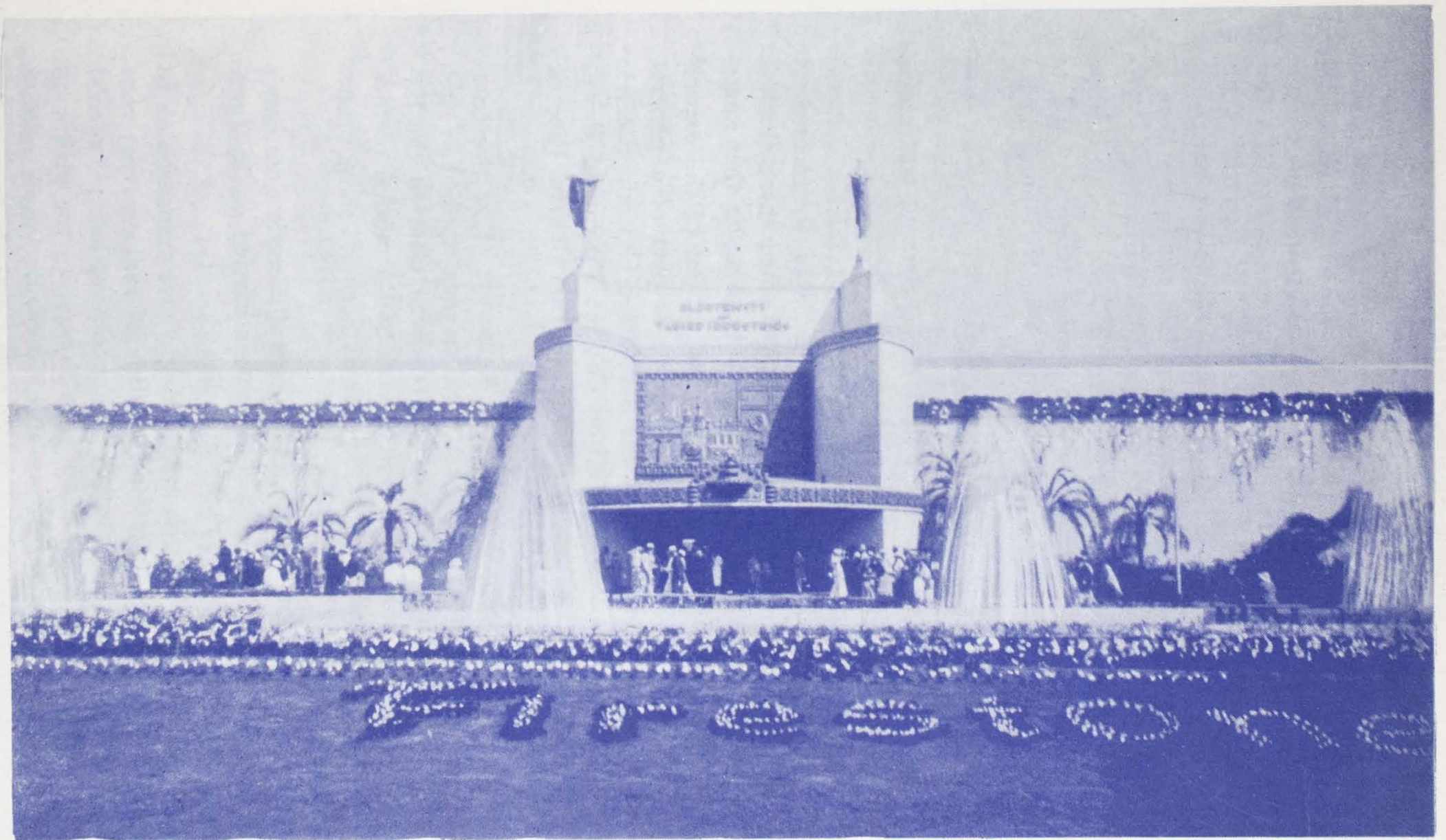
This scientific engineering achievement is the result of years of work by some of the world's greatest electrical engineers and scientists. The pool is 100 feet long and 15 feet wide, out of which rise the dome-shaped mystic fountains, the powerful light rays of varying hues penetrating the misty water, the diamond-like spray shooting twenty feet in the air—all in tune with the music. The ever-changing shots of colors, and the varying velocity of the water, are in complete tune with the music that fills the air from immense radio loud speakers hidden within the walls of the building.

Concerts are given daily and include the highest type of vocal and instrumental music.





FORD BUILDING AND FIRESTONE SINGING COLORED FOUNTAIN



PALACE OF ELECTRICITY



## SIGHT SEEING BUSES

Large, comfortable tractor-drawn semi-trailers, painted in brilliant colors and each designed to accommodate 100 passengers furnish transportation within the grounds. Each of the buses is named in Spanish, for a bird and painted in a color scheme to correspond to its plumage. The names are "La Golondrina" (swallow); "El Loro" (parrot); "El Canario" (canary); "El Cardenal" (cardinal), and "La Paloma" (dove).

The Exposition section of the park is laid out in the form of the letter "S" extending from northeast to southwest. The Amusement Zone forms the top of the "S", the middle section being exhibit palaces, and the lower portion being devoted to additional exhibit palaces and individual industrial buildings.

## HOUSE OF MAGIC

The House of Magic in the Palace of Electricity, was christened by Floyd Gibbons, noted war correspondent.

Gibbons, on a visit to the research laboratory of the General Electric Company at Schenectady, N. Y., was so amazed at scientific experiments with electricity performed there that he subsequently alluded to it in a radio broadcast under that name.

The House of Magic, consisting of an exhibit of the experiments done in the research laboratories is part of a general electrical display sponsored by the San Diego Gas and Electric Co., the Southern California Edison Co., the Bureau of Power and Light, City of Los Angeles, and California General Electric Distributors.

In a theater, seating 300 persons, 30-minute stage presentations are given demonstrating electrical science, applied in such manner that spectacular effects are rendered clear to the layman. Lecturers explain the experiments and a motion picture, "Interesting Highlights on the Science of Seeing," show proper types of illumination for reading.

A 5-minute program, featuring the General Electric Company's "Talking Kitchen," include a conversation carried on by three appliances, a refrigerator, range and dishwasher.

Other features of "The House of Magic" are transmission of music over a beam of light used in place of radio waves; corn popped by means of radio waves without use of heat; a special type of lamp called "stroboscope" which enables the visitor to see a propellor actually rotating at 1,800 revolutions a minute as though standing still, and a device called cathode ray oscillograph, which gives the spectator visual representations of sound. R. L. Smallman, Schenectady, General Electric Co., engineer, is in charge of the exhibit.

## FORD BUILDING

The Ford exhibits are housed in a great circular building rising high over the city, visible from Point Loma across the harbor and serving as a landmark for air pilots. The building will remain as a permanent monument to the part Ford has played in the up-building of the Pacific coast.

## COURT OF PACIFIC NATIONS

Serving as an approach to the central section of the building and forming the smaller circle of a great figure "8" is the "Court of Pacific Nations."

In this court, facing visitors as they approach through the main entrance and serving as a key to the conception of the entire Ford Exposition is a circular group of 12 great dioramas, depicting the use of motor cars in each of the 12 great Pacific nations.

Flanking these on the circular sides of the court are 12 other dioramas, six on each side, representing pictorially how the 12 principal raw materials—iron, aluminum, zinc and lead, copper, sillimanite, cotton, wool, soy beans, asbestos and cork—are extracted from or produced by the earth to form the modern motor car.

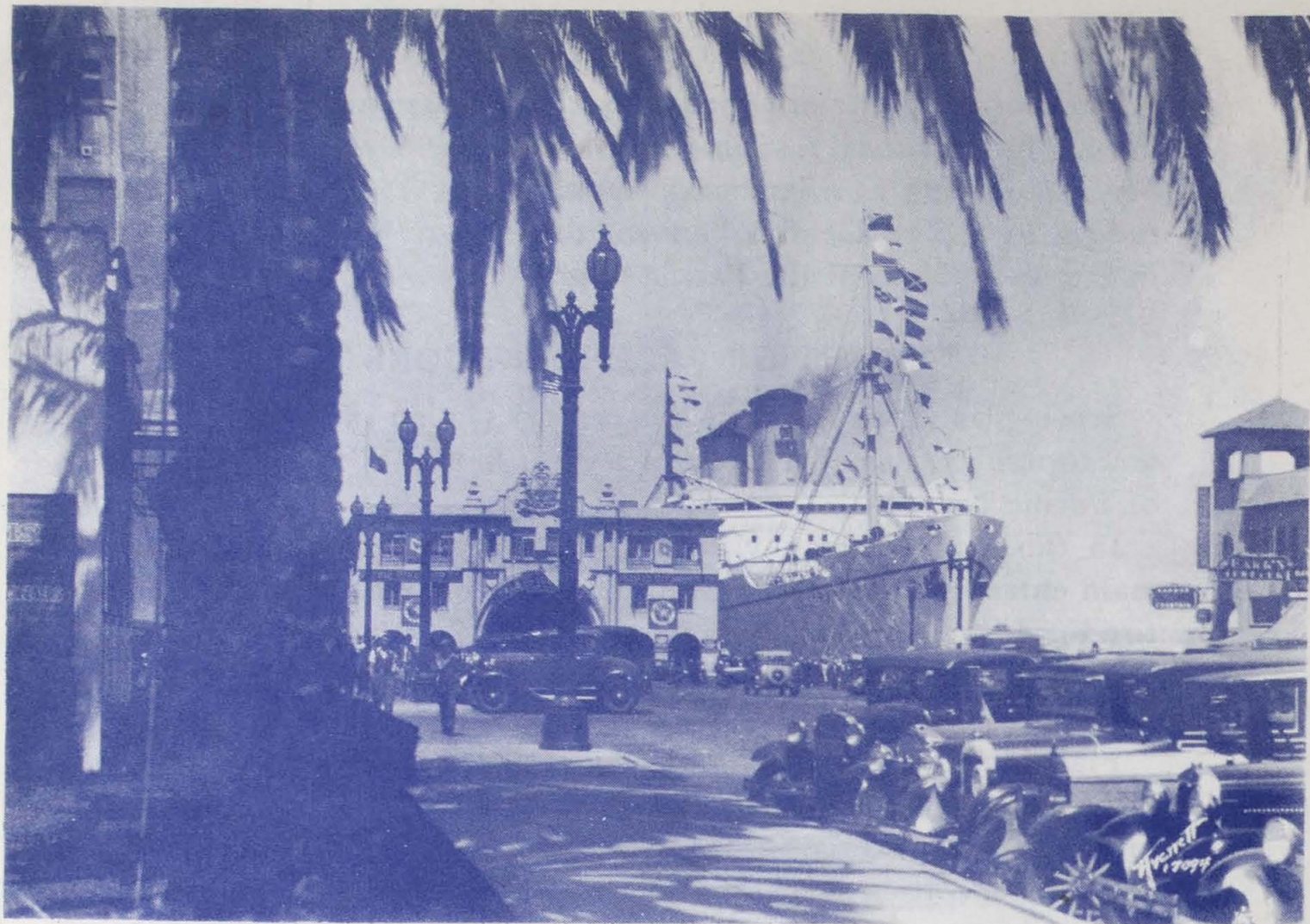
Beyond the court and towering above the six high glass doors opening into the industrial halls are a pair of giant murals 40 feet high depicting the development of the civilizations of the great land areas bordering the Pacific Ocean.

The main Ford building comprises three great industrial halls. Portrayed in one are principal processes in the fabrication of iron and steel into car parts, the manufacture of spark plugs and ignition wiring and the processing of soy beans into car parts and oils used in car manufacture and finishing. The latter typifies the Ford conception of the "Industrialized Farm," producing and in some cases partly processing products required in industry.

## Magic of Science

In another hall, are housed the scientific exhibits, displays of by-products manufactured in Ford industries and dark room exhibits of a stroboscope, X-ray photos, the electric eye and a dozen other ultra-modern industrial devices. In the same section Johansson blocks, made by the Ford Motor Company, are shown to demonstrate how Ford master gages are kept accurate to within two-millionths of an inch. In the same section is a demonstration of methods used in body design, a "rollover" chassis and a demonstration by trained mechanics who tear down and build up again a Ford V-8 engine to show its accessibility and ease of maintenance.

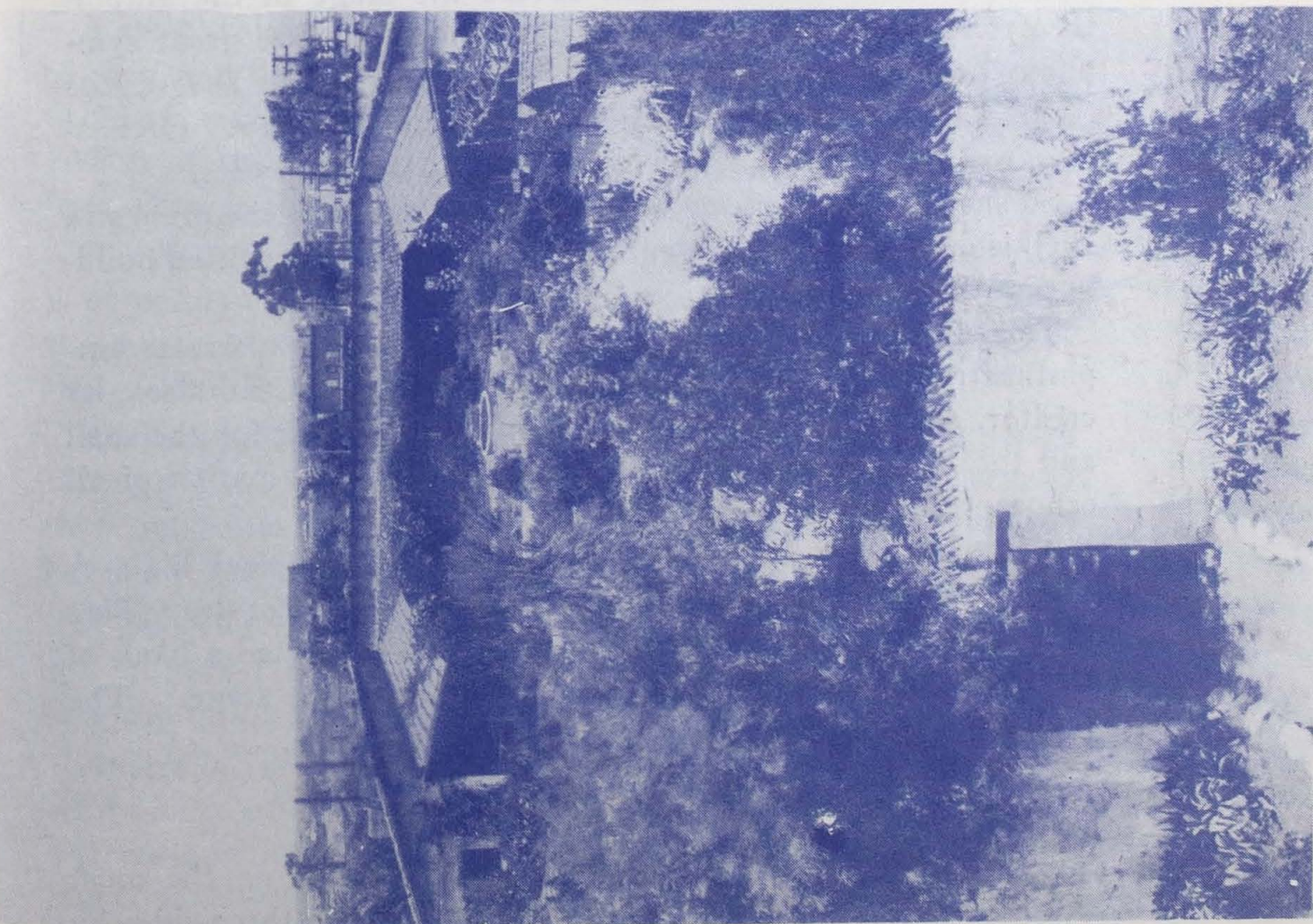




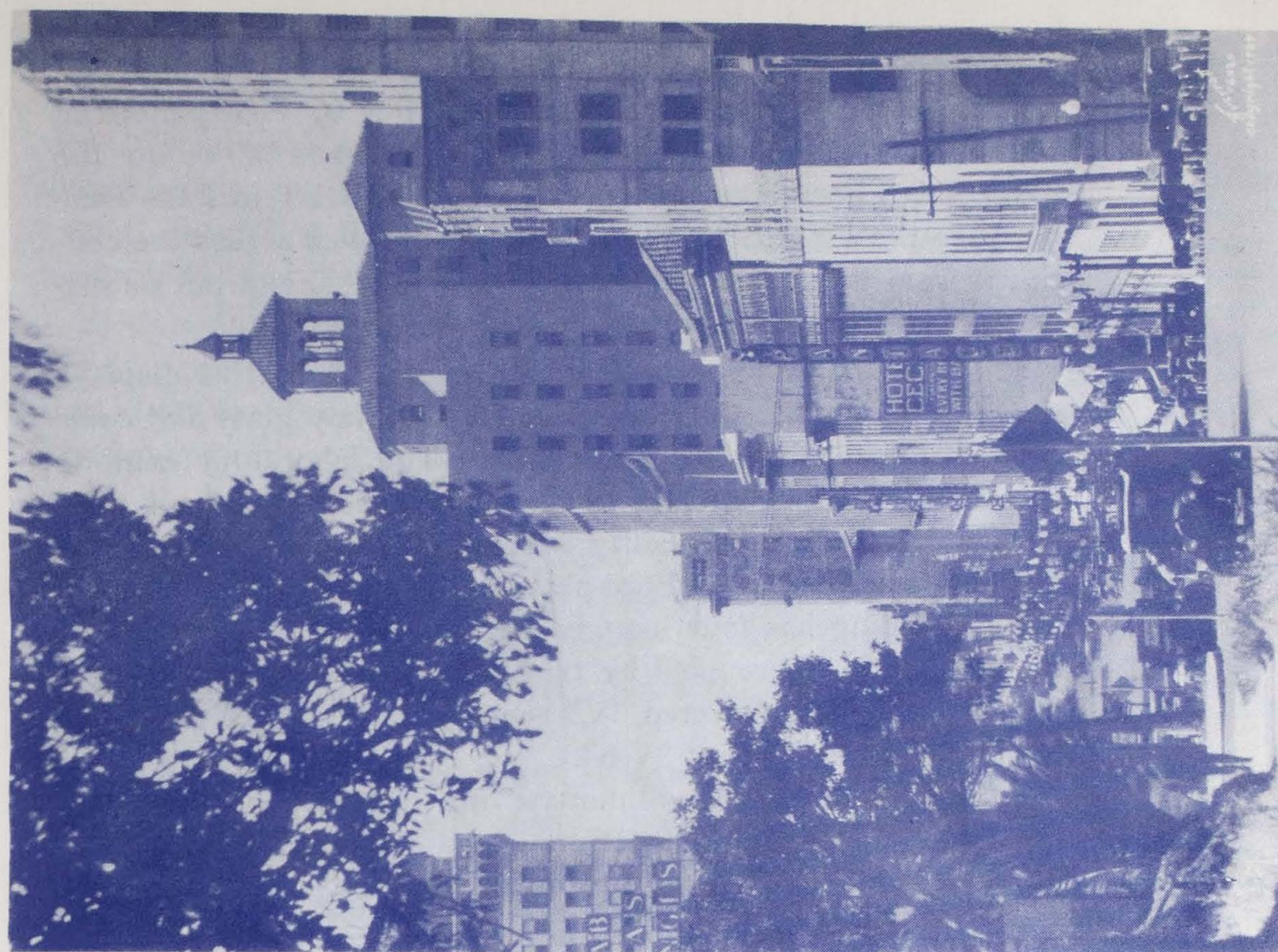
MONTEREY ON WORLD CRUISE AT SAN DIEGO DOCKS



OCEAN LINER INBOUND IN SAN DIEGO HARBOUR OFF LA PLAYA



RAMONA'S MARRIAGE PLACE



THE HEART OF SAN DIEGO BUSINESS SECTION



In a central location in the same hall are displayed three historic Ford cars, including the first car built by Henry Ford in 1893, the first Model A. Ford in 1903, and close to the 23,000,000th Ford car ever built; the first Model T in 1908. During June the 2,000,000th Ford V-8 will be driven across the continent from the Rouge plant in Dearborn, Mich. and put on display.

The third hall houses laboratory exhibits as well as displays showing the manufacture of rubber parts, safety glass and color enamel used in finishing Ford bodies. The laboratory exhibits demonstrate the ends to which the technicians of the Ford company go to control the quality and infinite fineness of measurements in manufacture of Ford parts.

The building has four lounges and rest rooms. The center of the open patio is occupied by two pools joined to form a giant figure "8," with a flowered "V" running through the two pools to complete the familiar "V-8".

At night flood lights illuminate the exterior panels of the building. Colored lighting effects flood a fountain in the patio pools, as well as the cars on display.

#### FORD BOWL

In addition to the main building, Ford Exposition visitors will find a great 3000-seat amphitheater cut into the western slope of Ford hill. An orchestra shell covers the stage of the amphitheater. There during the exposition season the five great symphony orchestras of the Pacific coast states, the San Diego, Los Angeles, San Francisco, Seattle and Portland Symphony Orchestras, will play for the pleasure of Ford Exposition guests.

So sharp is the slope of Ford hill that the top of the orchestra shell is on a level with the entrance to the Ford Exposition building on the summit.

The Ford Bowl is the most acoustically perfect amphitheatre in the world, according to Mr. Verne O. Knudsen, its creator. An entirely new design has been perfected for the shell and the Bowl, which results in the complete elimination of all echoes.

The shell is 80 feet wide, 40 feet deep and 40 feet high. A stage in front of the shell is 100 feet wide and 71 feet deep. This is fronted with a hedge, just back of which is located a bank of electric lights for color control illumination of the stage. The shell itself is indirectly lighted.

#### ROADS OF THE PACIFIC

Both units of the Ford Exposition are located on the most southern end of a promontory, which is skirted on three sides by

deep canyons, which are the site for the "Roads of the Pacific."

Fourteen historic travel routes are reproduced in 200-foot sections. They make a continuous route more than half a mile in length along the sides of the arroyo and visitors are able to ride over them in new Ford V-8 cars. The terrain of each section is landscaped to suggest the country in which the road runs.

El Camino Real, between San Diego and San Francisco, was the first route of white men up the Pacific Coast. The Santa Fe trail, between Independence, Missouri and Santa Fe, New Mexico, reproduced in natural soil, oiled and packed, was the route of the prairie schooner trade with Mexico more than a century ago.

Over the Oregon Trail, between Independence and Portland, Oregon, passed the gold seekers of 1849.

The Yuma Road, from El Centro, California, to Yuma, Arizona is a desert sand road "metalled" with sections of plank, because of the shifting sands of the Colorado Desert.

Canada is represented by the Cariboo Highway, built 1862-1865 from Yale, on the Fraser River, several hundred miles to Barkersville, where one of the richest placer gold deposits in the world's history was discovered in 1861.

The Richardson Highway in Alaska, between Valdez and Fairbanks, another "gold" road, was originally a winter dog sled trail.

A road which is said once to have been paved with the bones of men and beasts is the Gold Road between Porto Bello and Old Panama, across the Isthmus of Panama. Over it passed the wealth of the Incas, transported in 100-mule convoys enroute from Peru to the galleys of Spain at Porto Bello.

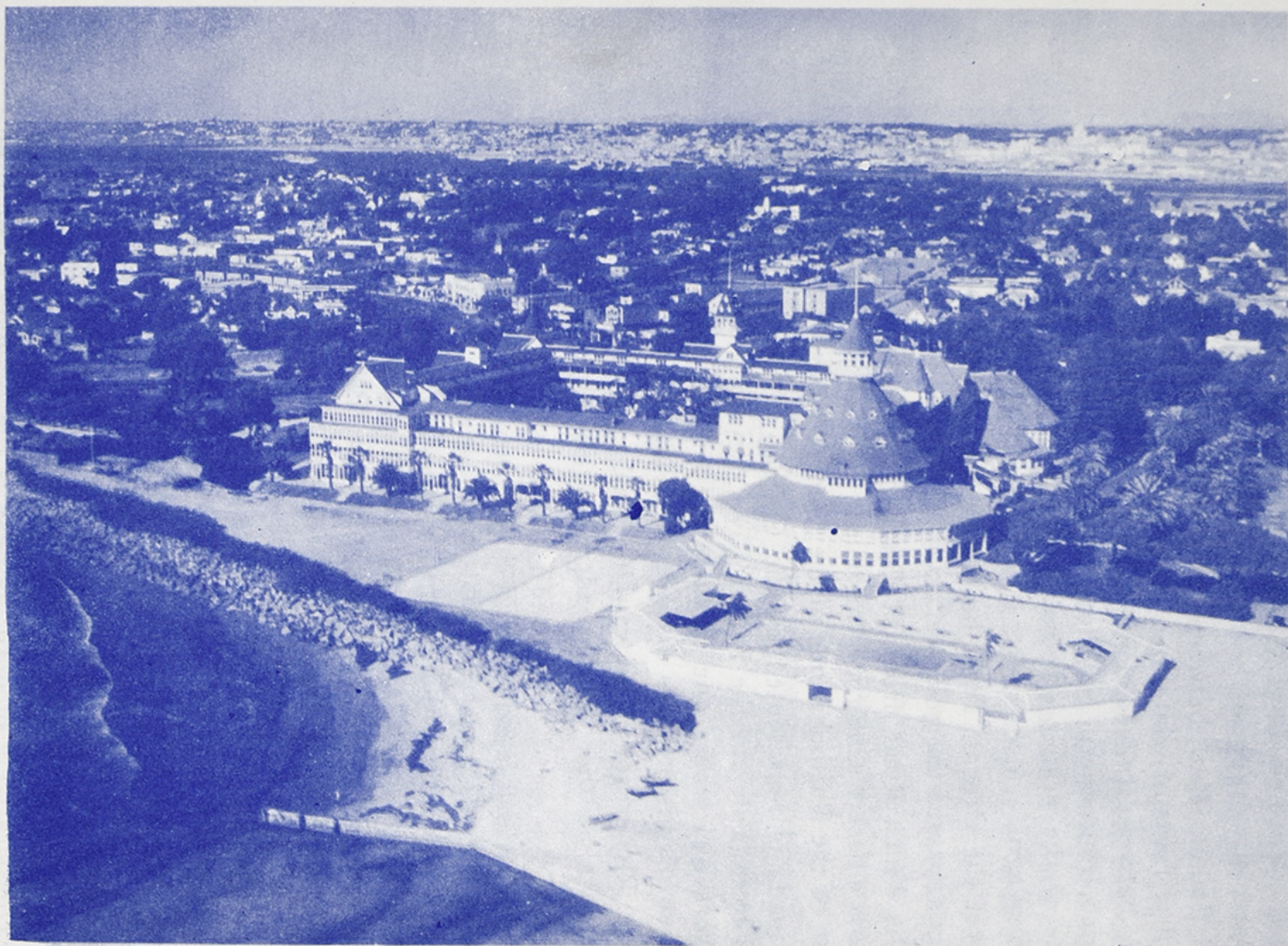
The Old Spanish Road between Mexico City and San Blas is of unknown antiquity. The Toltecs, even before the time of the Aztecs, have been credited with first using the road. It is represented as a cobblestone pavement.

An Inca highway, which ran from Quito, Ecuador, southward through Peru and into Chile was part of a system of several thousand miles and was built over pathless mountains with galleries cut for miles through solid rock.

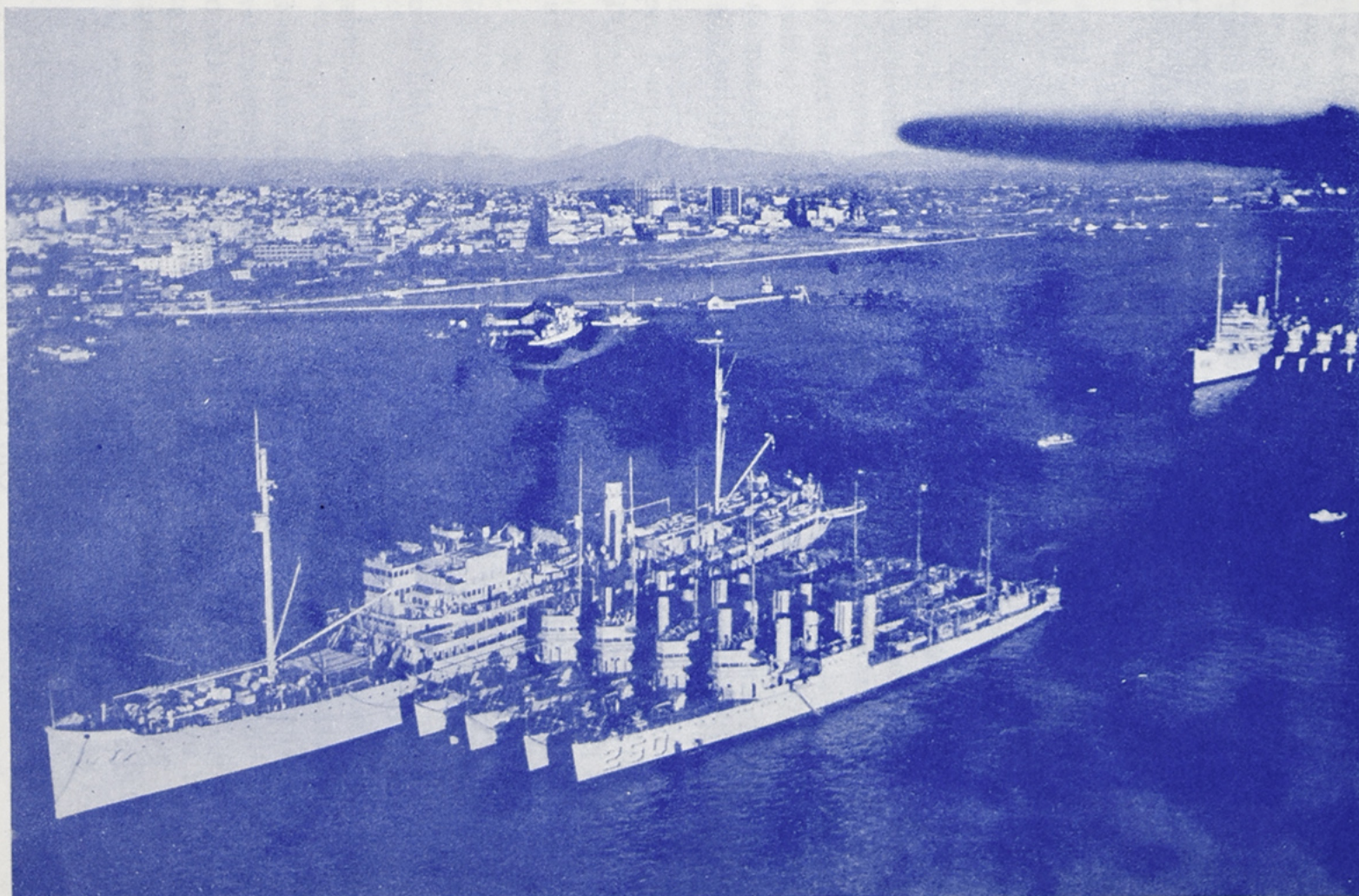
A comparatively modern highway is the Benguet Road, from the railhead 125 miles from Manila 25 miles to Baguio, the summer capital of the Philippine Islands.

Australia is represented by the Ballarat Road. It was paved with blocks of stone in 1852 to handle the tremendous influx of diggers and freight after the spectacular discovery of gold in huge quantities at Ballarat in 1851.





HOTEL DEL CORONADO AT CORONADO BEACH



THE MELVILLE OF U. S. FLEET AND FLOTILLA OF DESTROYERS



The Summer Palace Road from Peking, Manchu capital of China, to the Summer Palaces built in 1709 by the Emperor K'Ang Hsi, is paved with large blocks of stone typical of Chinese paved roads.

During the feudal period in Japan (1608-1876), the Mikado's court was at Kyoto, but the Shogunate, which controlled the administration of the kingdom, was at Tokyo, 323 miles away. The Tokaido Road was built to accommodate the heavy traffic between the two most important centres of the kingdom.

The Great North Road, between Auckland and Wellington in the North Island of New Zealand, was built as a military road by the British at the time of the Maori War, about 1840.

### GOLDEN GULCH

Golden Gulch is located in a deep twisting gulch that winds along in rear of the Palace of Modern Homes and is reached by stage coaches and burros which form the only mode of ingress. It is an exact replica of a days of '49 gold camp.

Buried beneath a verdant canopy of trees shacks of sourdoughs made from actual timbers of the gold rush days present a realistic picture of that colorful era.

An old, wooden door, warped by the winds and rains of more than four score years, adds a note of authenticity to the scene, while the Chinese laundry, iron-barred bank, blacksmith shop, sourdough shacks, sheriff's office and jail and hitching posts line the streets of the camp.

Throughout the length of Golden Gulch are found men and machines performing the tasks common to the kaleidoscopic era of gold.

The Navajo Indian shop presents jewelry workers, rug and blanket weavers and other craftsmen.

On nearby Jackass Hill is a replica of Mark Twain's cabin, where books are sold.

The Hangtown Tree flaunts a dummy suspended in midair, grim reminder of lynch law of the old west.

A music store offers a full line of old western records, cowboy songs, reels, dances and sheet music.

The mine shaft elevator offers a 1000-foot ride into the bowels of the earth by means of vertical panorama and practical five-foot drop. An actual hole in the hillside with a tunnel at the bottom of this drop conveys the visitors out through a different exit.

Twice daily there will be a stage coach hold-up together with '49 athletic tourneys, whip cracking contests and other features. The memory of Gen. John A. Sutter will be honored on Sutter day and California's native sons will have their special day, too.

### Old Globe Theatre

In the rear of the Palace of Science is the Old Globe Theatre which came here from the English Village at the Chicago World Fair. This is the reproduction of the old Globe Theatre of Lon-

don in which Shakespeare and other dramatists and actors of the Elizabethan era were interested.

Eight of the best known works of the Bard of Avon are produced in brief under the aegis of Thomas Wood Stevens, noted director and Shakespearian authority, who directed the theater at the Chicago World's fair. The plays in the Old Globe Theater repertory, include "Julius Caesar," "A Midsummer Night's Dream," "All's Well That Ends Well," "King Lear," "Macbeth," "As You Like It," and "The Comedy of Errors," as well as Marlowe's "Dr. Faustus."

Except for Marlowe's play, all plays are presented without stage scenery and as nearly true to the original productions of Shakespeare's time as documents warrant.

### LIGHTING

America's Exposition strikes a new note in nocturnal beauty. Instead of the glaring brilliancy so marked at other expositions, the California Pacific International Exposition offers a night scene hitherto unrevealed.

This is accomplished through use of color screens on concealed floodlights, cast against the exhibit palaces in such a manner as to accentuate their architectural perfection. Also, colored floods cast their soft rays against trees and shrubbery.

Naturally, the Amusement Zone is brightly illuminated.

When the entire United States Fleet holds its two concentrations here in June and again in August, the brilliancy offered by the searchlights of the vessels sweeping the skies from San Diego Bay will make an electrical illumination show never before witnessed on the Pacific Coast.

### BALBOA PARK A TROPICAL PARADISE

The 1400-acre plot which comprises Balboa park contains 300 varieties of trees, including some of the most rare specimens in the world.

Among these are rubber trees, native of Australia, Chile, China, Bengal and Brazil, cork trees of Spain; Japanese oaks and 15 types of palms. The park contains 40 varieties of eucalyptus, 35 of acacia and 15 kinds of pine trees, including one very rare specimen, native of the Canary islands.

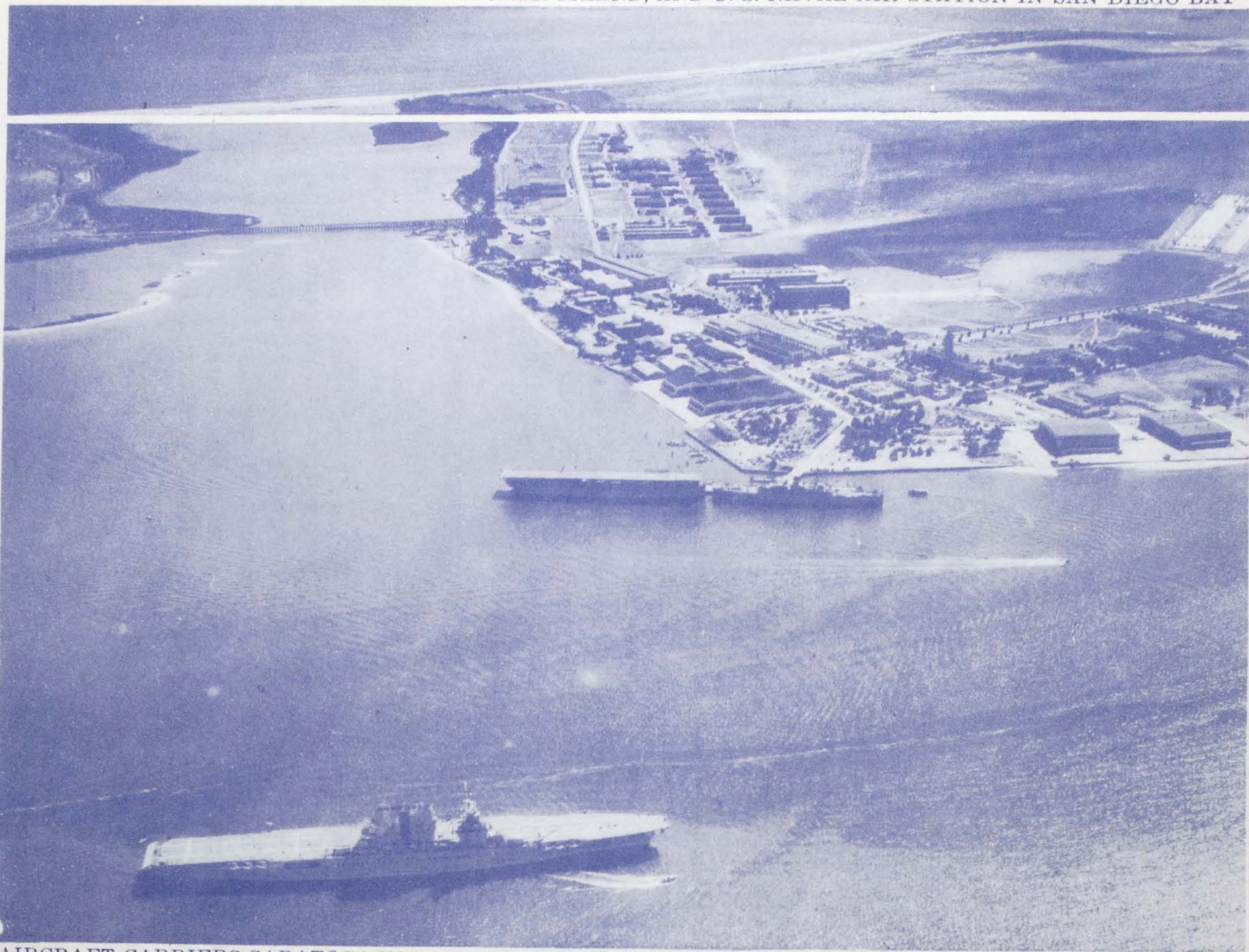
Practically every country in the world is represented by its native trees growing in Balboa park.

Giant eucalyptus trees line the walks and paths. Flower gardens that have reached the height of their beauty in cultivation in recent years could not be reproduced in any similar show. Broad green lawns stretch away in all directions.

All of Balboa Park is a riot of tropical and sub-tropical growth. Flora which is, in many parts of the country, regarded as hot-house growth, blooms openly in Balboa Park.



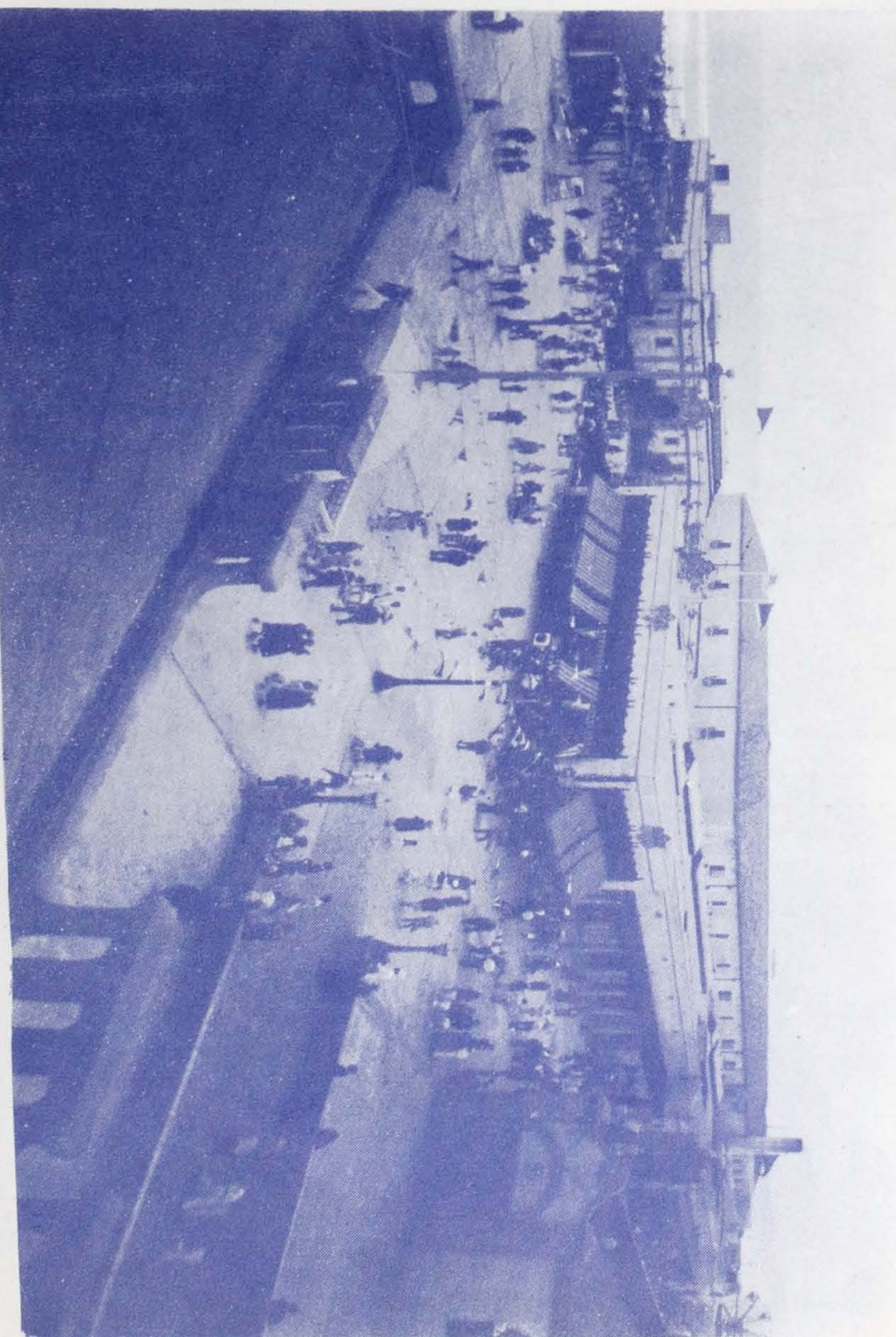
NORTH ISLAND, AND U. S. NAVAL AIR STATION IN SAN DIEGO BAY



AIRCRAFT CARRIERS SARATOGA IN FOREGROUND AND LANGLEY NEAR SHORE



U. S. MELVILLE AT SAN DIEGO NAVAL BASE

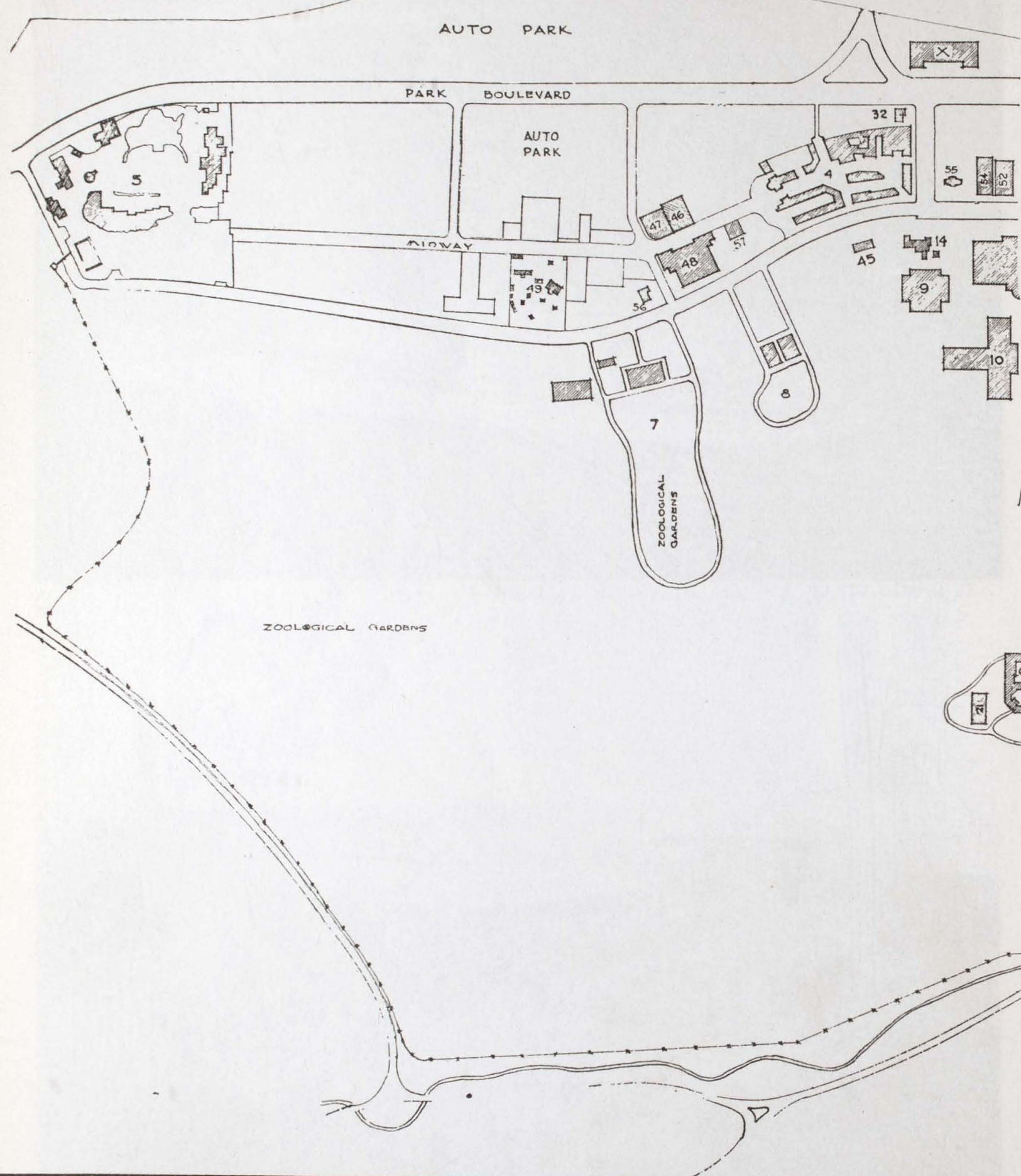


MISSION BEACH AMUSEMENT CENTER

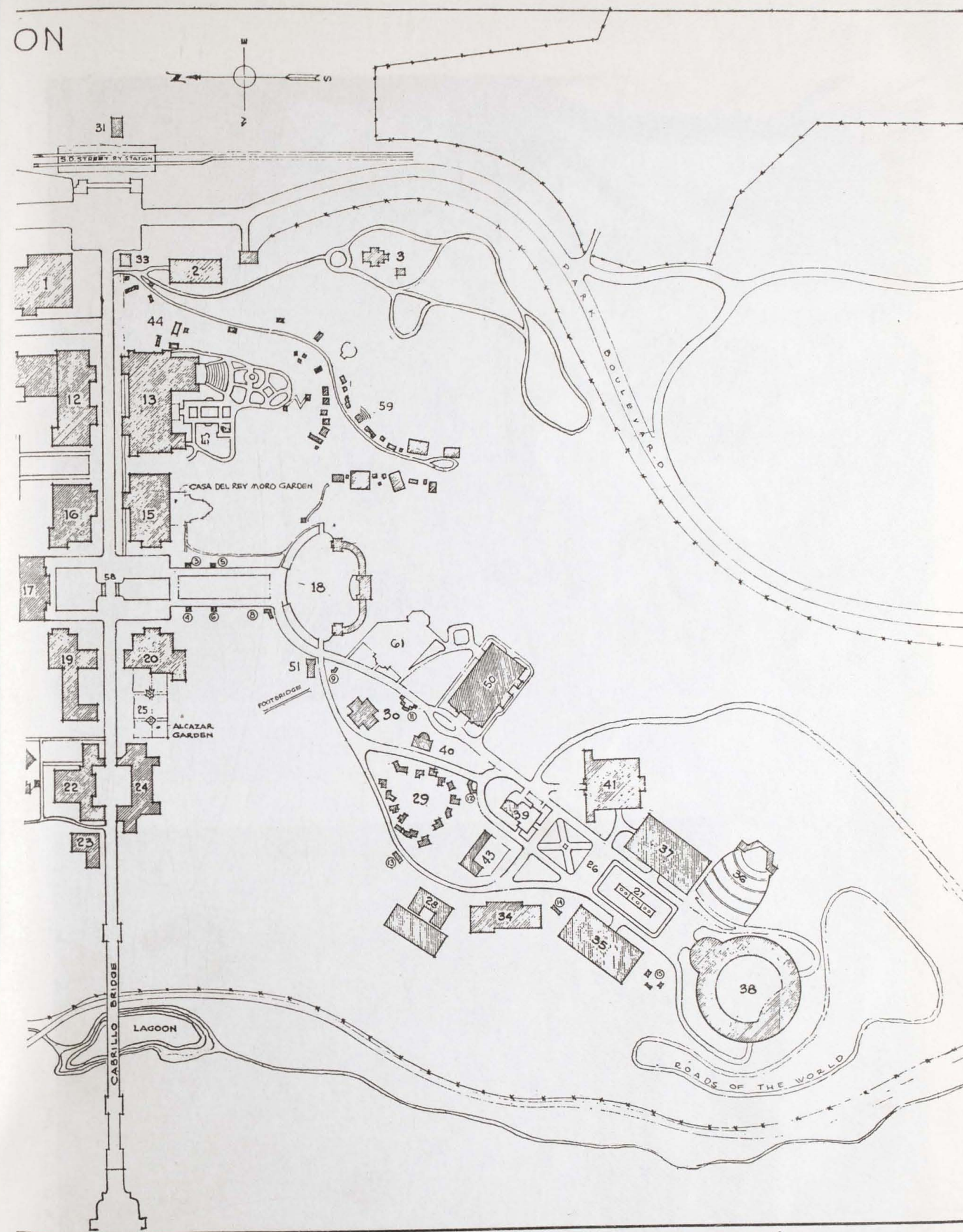


# CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

1935 - BALBOA PARK - SAN DIEGO - CALIFORNIA - 1935



ON



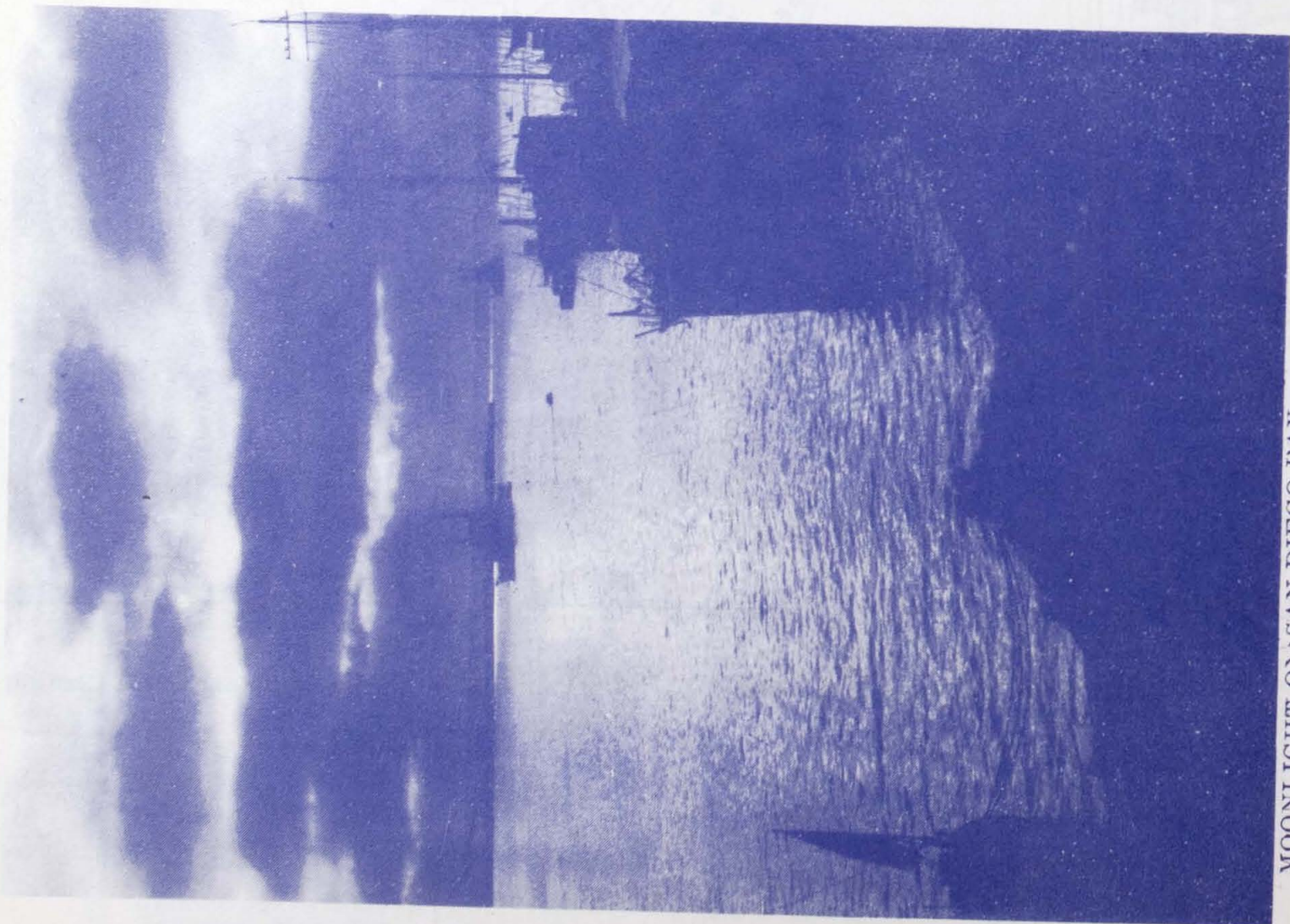
- |                         |                                 |
|-------------------------|---------------------------------|
| 1 Natural History       | 18 Spreckels Organ              |
| 2 Park Service Yard     | 19 Palace of Science and Photo. |
| 3 Girl Scouts           | 20 House of Charm               |
| 4 Spanish Village       | 21 Zoological Research          |
| 5 Indian Pueblo         | 22 San Diego Museum             |
| 6 Zoo                   | 23 Park Board                   |
| 7 Turtle Farm           | 24 San Diego Museum Annex       |
| 8 Japanese Group        | 25 Alcazar Garden               |
| 9 Botanical Building    | 26 Palisades                    |
| 10 Foods and Beverages  | 27 Firestone Fountain           |
| 11 The Modern Home      | 28 Palace of Education          |
| 12 The Model Home       | 29 Foreign Nations Haciendas    |
| 13 House of Hospitality | 30 Floral Building              |
| 14 Cafe of the World    | 31 Electric Sub Station         |
| 15 Palace of Fine Arts  | 32 Fire Station                 |
|                         | 33 Bank and Information         |

- |                                      |   |
|--------------------------------------|---|
| 34 Women's Palace                    | 50 Water and Transportation               |
| 35 State Building                    | 51 Public Toilets                         |
| 36 Music Bowl                        | 52 Life Building                          |
| 37 Electricity and Varied Industries | 53 Federal Housing Administration Exhibit |
| 38 Ford Building                     | 54 Boulder Dam                            |
| 39 Standard Oil Company              | 55 Shell Oil Company                      |
| 40 Christian Science Monitor         | 56 Public Toilets                         |
| 41 Federal Building                  | 57 Two-Headed Baby                        |
| 42 Palisades Restaurant              | 58 Plaza Tower                            |
| 43 Zoro Gardens                      | 59 Golden Gulch                           |
| 44 Tile and Pottery Building         | 60 Globe Theatre                          |
| 45 Miss America                      | 61 California Gardens                     |
| 46 Glass Blowers                     |   |
| 47 Midget City                       |   |
| 48 Midget Farm                       |   |
|                                      | X Canadian Legion                         |
|                                      | (3) to (15) Refreshment Stands            |





SAN DIEGO FROM POINT LOMA



MOONLIGHT ON SAN DIEGO BAY

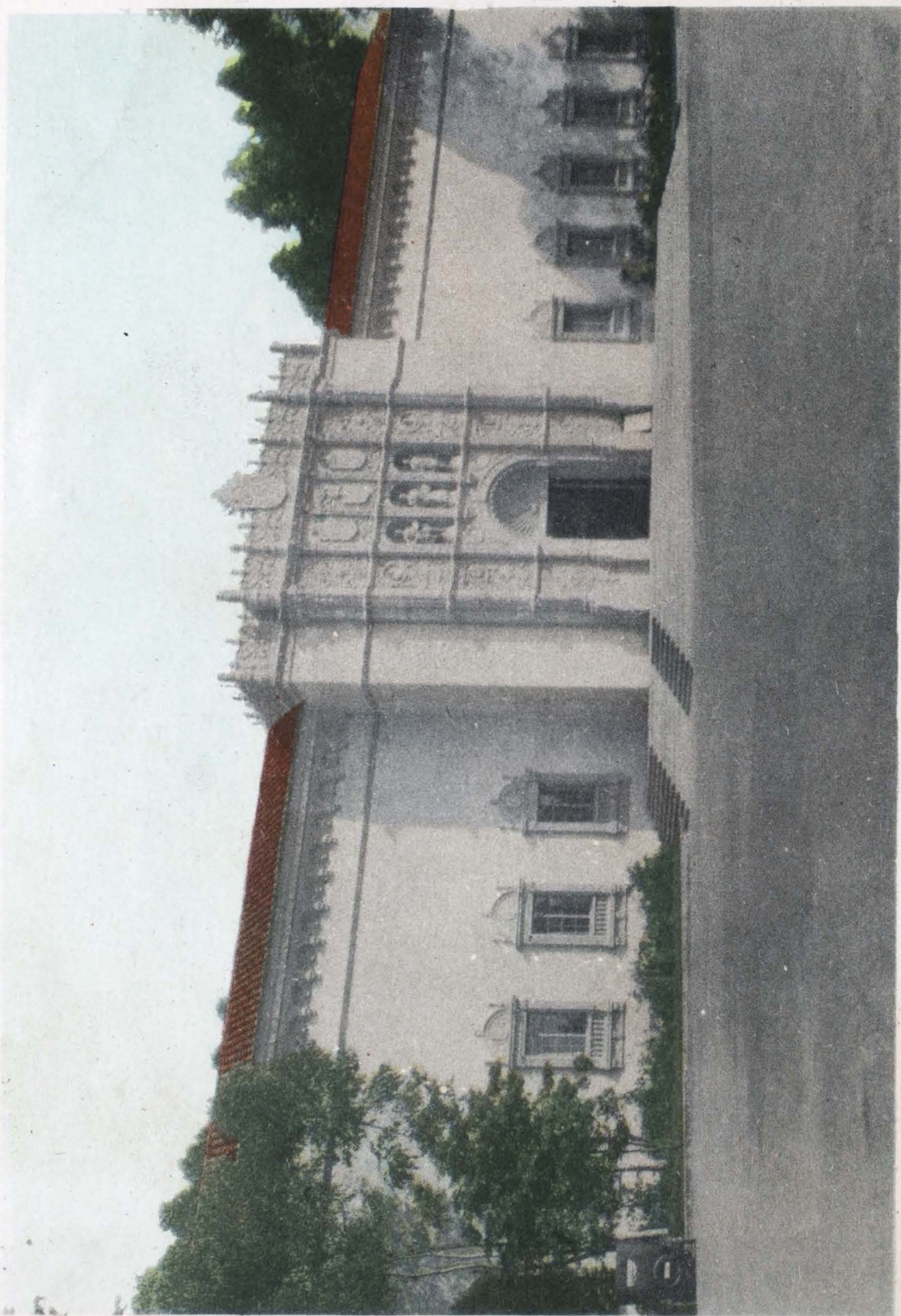


BOTANICAL BUILDING AND LAGOON,









PALACE OF FINE ARTS